MAY 21, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

AGAIN

10 of the 15 most popular local New York shows—

*other than news and commentary—are on WOR**

Sorry if we sound a little vain; we don't mean to be. Actually, it's a sort of parental pride. For more than a quarter-century WOR has worked diligently to:

1. Create local shows that build profit-producing audiences from almost the first broadcast and thus lower an original low cost for the sponsor.

2. Liberalize discounts generously and frequently to up the profit on the sponsor's original investment.

3. Keep its cost-per-thousand-homes-reached the second lowest in the United States.

That WOR has succeeded in doing these things is pretty well reflected in — WOR regularly carries more accounts with a greater total dollar volume than any station anywhere. WOR's renewals for the first 6 months of 1947 are higher than they've ever been. WOR programs consistently top the majority of local New York shows in popularity ranking.

WOR—that power-full station at 1440 Broadway, in New York

mutual

* *according to The Pulse of N. Y.; June, 1947*

our news director is a *Muzzle Loader*

Now don't get us wrong.

No one rams words down the throat of Howard Chamberlain. It's just that WLW's News Director is an enthusiastic follower of muzzle-loading rifle shooting. An expert shot with the "Long Tom," he's always on hand for the National Muzzle-Loading Rifle Association matches and has won the Crosley Artists' Shoot for five consecutive years. Howard also is adept at cabinet and furniture making, swimming and farming—is presently engaged in building a new home of his own design.

Chamberlain has demonstrated this same versatility in radio—to which he has devoted 22 of his 40 years. He started as a singer, graduated to announcing and later worked into production and program direction. In his seven years at The Nation's Station he served two as Program Director and the past two as News Director.

He supervises the activities of the 15 writers, editors, newscasters and commentators who make up the Crosley world-wide newsroom, and our own Washington News Bureau. Included are such well-known names as Peter Grant, General James E. Edmonds, Gil Kingsbury, Dallas DeWeese and Milton Chase. Howard also takes over the microphone for three newscasts daily and presents "Pulse of the Press" two nights weekly. He probably is known best, however, for his scholarly work as director and moderator of "World Front," originated by WLW to a Midwestern NBC network each Sunday.

Each newscast originating from WLW is written and prepared especially for our audience from the full leased-wire services of Associated Press, United Press and International News Service. The same is true of the daily on-the-scene broadcasts from Washington.

Thus, Chamberlain is responsible for the fulfilment of WLW's long-standing pledge —that no effort or expense will be spared to keep our listeners the best-informed radio audience in the world.

1922 **WLW** 1947

CROSLEY BROADCASTING CORPORATION

What Yardstick DO YOU

USE IN SELECTING A RADIO STATION?

Hooper, Pulse, BMB or any way you measure it, WCAU is the No. 1 Station in Philadelphia. For a full measure of results from your Philadelphia radio advertising, BUY WCAU.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

BECAUSE President Truman already has television receiver (an RCA table model installed last January) he won't accept Du Mont Laboratories offer of combination video AM-FM record-changer job reportedly valued at $1795. News dispatch attributed to Du Mont last week said President had ordered set but that it would be given him. Evidently unwritten White House "no publicity" rule was breached in Passaic announcement.

LEE BROS., hat manufacturers sponsoring Drew Pearson on ABC, reported so concerned over Pearson-Rep. Jones incident that developments may be (1) Pearson withdrawal from application for facilities of WBAL Baltimore, of Blue Book origin; (2) Lee Bros. withdrawal from Pearson sponsorship.

HASTE MAKES WASTE—and trouble too—FCC is learning to its chagrin. Its hurry-up wholesale granting of broadcast licenses of all classes under postwar V-J Day temporary expediting procedure has boomeranged with an estimated 20% of authorizations faulty. Most of these are in cases of alleged hidden ownership, anything but full disclosures, inadequate finances, strike applications, and failure adequately to process.

AMERICAN TOBACCO Co. through Foote, Cone & Belding, New York, reported investigating availabilities on CBS and NBC for evening show in fall, featuring Jack Paar, currently summer replacement for Jack Benny. Bob Ballin, agency Hollywood vice president in charge of radio, arrives in New York July 21 to confer with executives of agency and tobacco company.

EFFORT OF FCC to get Army to release "W" call letter assignments to relieve excruciating shortage for broadcast and other commercial applications has struck international snag. Russians, it seems, are loath to agree to Army's use of substitute "A" prefix because of their own call letter shortage. Russian alphabet does not include letter "Y" and they apparently are having trouble in getting enough letter combinations to go around.

RAY HENLE, WOL Washington commentator, will be editor-in-chief of "newspaper of air" which replaces Lowell Thomas (Mon.-Fri. 6:45-7 p.m., Sun Oil Co.) this fall when Thomas leaves NBC for CBS. Three top men on his staff as news gathers, yet to be selected, will probably come from Washington newspaper bureaus. Henle picked by agency: Roche, Williams and Cleary, Philadelphia.

REPORTS OF hard sledding for newcomers in station ownership becoming more and more frequent. Stations in large and secondary markets alike reported looking for new capital or for purchasers. One report last week from large organization was that proposals

(*Continued on page 86*)

Upcoming

July 21: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

July 22: NAB Special Standards of Practice Committee, NAB Hdqrs., Washington.

July 24: BMB Executive Committee, Hdqrs., New York.

July 28: NAB Educational Standards Committee, NAB Hdqrs., Washington.

July 28: Conference on Public Service Programming, Madison, Wis. (Sponsored by U. of Wisconsin and WHA.)

(Continued on page 83)

Bulletins

CONFIRMATION of impending fight over Senate proposal to restore $400,000 to House FCC $6,040,000 appropriation seen Friday when Rep. Richard B. Wigglesworth (R-Mass.), chairman, Independent Offices Appropriation Subcommittee, told BROADCASTING "I am for the House figure." Conference set for Saturday in hopes of final action on Independent Offices Appropriation Bill. Measure must go back to Senate, House for final approval.

EARLY settlement of negotiations between CBS Hollywood and IBEW on behalf of sound men reported likely. Deadlock possibility appeared when network offered average wage of $88, union held out for $93 after first seeking parity with New York. But network indicated settlement probable soon. Failing in last demand, union stood ready for strike with assured support of engineers and air-conditioning maintenance technicians.

Business Briefly

PILLSBURY CAMPAIGN ● Pillsbury Mill Inc., Minneapolis, using radio to help introduce new product, Pie Crust Mix. Average of 10 chainbreak announcements weekly used in 20 cities, 10 states. Contracts vary from nine to 20 weeks. Campaign, tested in New England in January and February, now extends to Col., Ind., Iowa, Mich., Minn., Mo., Neb., N. Y., Ohio and Texas.

PUSH POTATO CHIPS ● Special Foods Co., Chicago, launching $150,000 advertising campaign for Jays Potato Chips, 40% to be allocated for transcribed musical radio spots. Contract, to run about one year, calls for 30 to 40 spots weekly over major Chicago and suburban stations.

GILLETTE SPONSORS ● Gillette Safety Razor Co., through Maxon Inc., sponsors ABC Massachusetts Handicap broadcast, Suffolk Downs, N. Y., July 30. Clem McCarthy and Bill Corum to describe race.

WHITEHALL RENEWS ● Whitehall Pharmacal Co., New York (Anacin and Bisodol mints) renews Fleetwood Lawton news-commentary on NBC Western Network Mon.-Fri., 8:15-8:30 p. m. Agency, Dancer, Fitzgerald & Sample, New York.

DROP GUEST STARS ● Ford Motor Co. *Arthur's Place*, Fri., CBS, switches to no guest-star policy July 25. Agency, Kenyon & Eckhardt, New York.

GE PROFITS ● General Electric's profit available for dividends, three months ended June 30, $21,215,886; first six months 1947 $37,979,536—equivalent to $.74 and $1.32, respectively, GE President Charles E. Wilson announced.

WCPS Wins Return to WJR's Channel

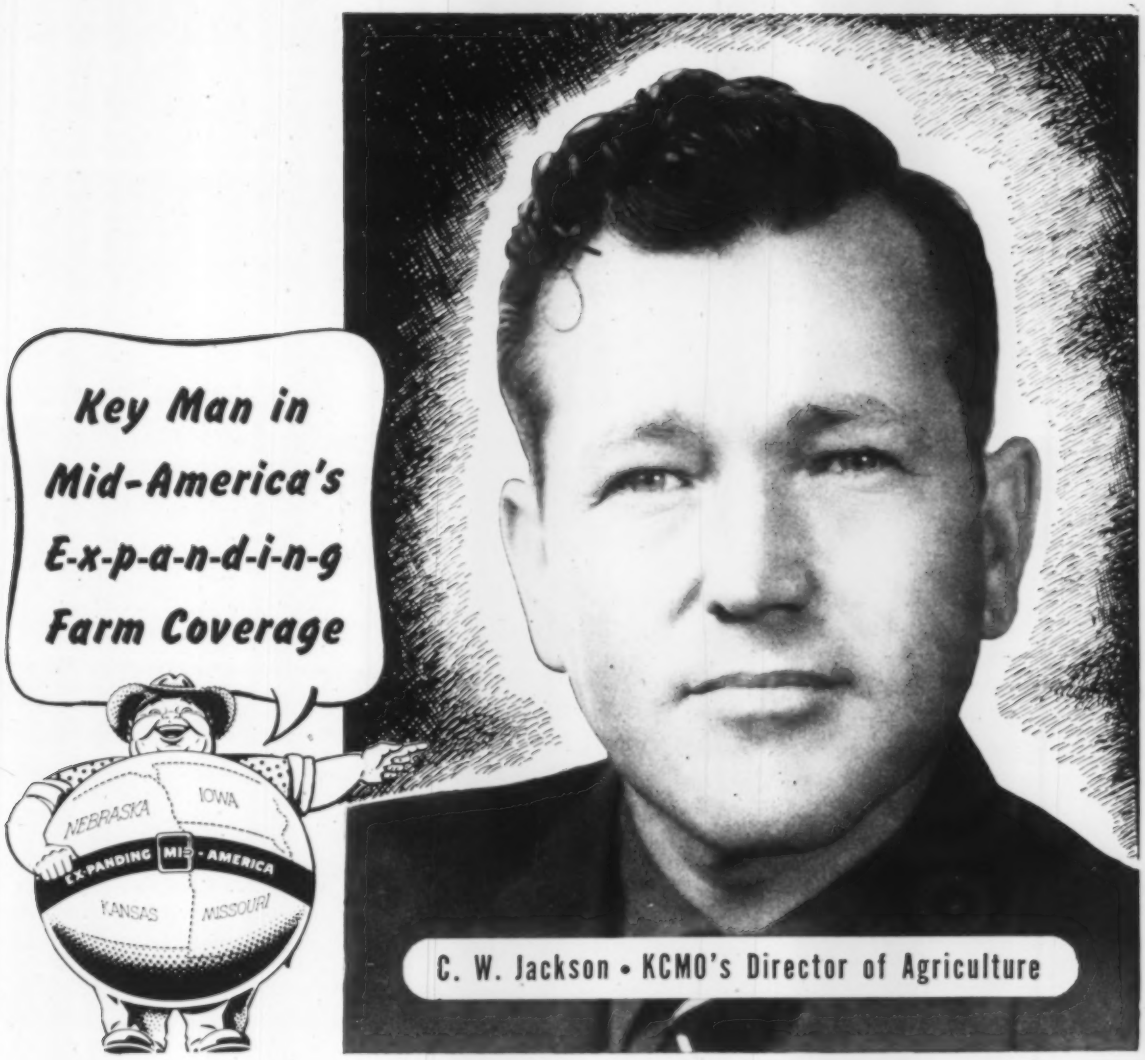
COURT OF APPEALS for D. C. Friday lifted its stay order against WCPS Tarboro, N. C., one of daytime stations embroiled in fight over FCC's daytime clear-channel licensing policies.

Action was announced by Court without comment. FCC and industry concensus was that it has no sure significance so far as Court's ultimate disposition of overall question of daytime clear-channel licensing is concerned, though it's seemingly indicative of what outcome will be in this particular case.

WCPS originally was assigned to 1-kw daytime operation on 760 kc, clear channel on which WJR Detroit is dominant station. WJR appealed, alleging daytime interference and claiming FCC should have held hearing, and secured stay order in late May pending decision on appeal [BROADCASTING, June 2]. WCPS then moved to 570 kc on special temporary authorization of FCC. Station spokesmen said it probably will not move back to 760 kc until Court hands down formal decision, even though stay order has been vacated.

Stay order against WCPS was one of four originally issued by Court. Others, still in effect, were against FCC's daytime clear-channel grants to Patrick Joseph Stanton Philadelphia (10 kw on WCKY Cincinnati 1-B, 1530-kc channel); Southeastern Broadcasting Co., Clanton, Ala. (500 w on WJRD 760 kc); Radio Virginia Inc., Richmond (1 kw on WGN Chicago's 720 kc). Petitions for stay orders against at least two other stations—WSVS Crewe, Va., and WJSW Altoona, Pa. on WSM Nashville's 650 kc—are pending.

Several factors contributed to belief that lifting of WCPS stay order has no special significance respecting disposition of similar cases. One reason was that in WCPS case WJR did not allege daytime interference within its 100-microvolt normally protected contour, but only to 32-microvolt contour. Another was that Court hasn't acted on WSM's petitions for stay orders against WSVS and WJSW, indicating it has reached no decision yet on broad overall questions involved in licensing dispute.



KCMO welcomes C. W. "Jack" Jackson into its family as Director of Agriculture.

Jackson was born to his career. Reared on the farm, he became a 4-H Clubber at the age of ten; and later was initiated as a charter member of the Future Farmers of America. This early farming interest was no whim, because he followed through by earning two degrees in agriculture—Bachelor of Science and Master of Education—both from Texas A. & M.

As a teacher of vocational agriculture—a county agricultural agent—and former Radio Editor of the Texas A. & M. College, "Jack" is an authority on radio farm services.

With all his one hundred and ninety pounds—plus a height of full six feet, "Jack" is every inch a practical down-to-earth farmer.

His experience and ability applied to Mid-America's farm problems will be another step toward more complete service for the rural, listeners of KCMO—soon Mid-America's most powerful station.

National Representative

JOHN E. PEARSON COMPANY

Basic ABC for Mid-America

KCMO

KANSAS CITY, MISSOURI

More Advertisers, National and local, are using KOIL* than ever before!

STUART STATIONS KOIL • WOW

EDWARD PETRY CO., INC.
NATIONAL REPRESENTATIVES

*ABC in Omaha and Council Bluffs

CHARLES T. STUART—EXEC. DIR. W. J. NEWENS, MGR.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC Reorganization Is Planned Oct. 1 13
P & G Executive Given ANA Radio Post 14
'Fibber' Puts Johnson Co. Out in Front 15
Jones Seen Assuming FCC Post by Aug. 10 15
Radio, Video Broadcasters' Sales Up 16
Congress Radio Achievements Few 17
Petrillo to Confer on 'Cooperation' 17
Grant Funds for Capitol Recording 18
Conferees Study Boost in FCC Appropriation 18
AT & T Video Rates May Be Postponed 20
Murrow Leaving CBS to Do News Program 20
RCA Calls 50-kw FM Transmitter 'First' 75
3 Class A, 6 Class B FM Conditionals Issued 77
WBAL Hearing Set for Oct. 6 82
NAB to Publicize Revised Standards 84

DEPARTMENTS

Agencies 56
Allied Arts 50
Commerical 52
Editorial 46
FCC Actions 64
In Public Interest 84
Management 48
Milestones 83
Network Accounts 55
News 57
Open Mike 58
Our Respects to 46
Production 60
Programs 62
Promotion 68
Sid Hix 16
Sponsors 54
Technical 53
Turntable 55
Upcoming 83

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Grace Hargrove, Mary McCauley, Frances Tymann.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4118
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

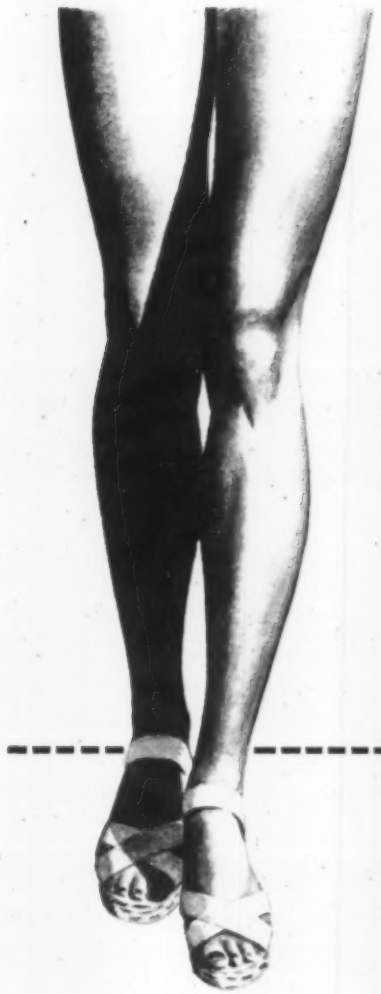
TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY



there's more to figures than meets the

There's a great deal more to figures than meets the eye when you scan the rating charts.

What you don't see in the figures is the effect of KSFO's expertly programmed music—responsive loyalty to KSFO by Bay Area listeners. True, they said in a recent impartial survey that they prefer KSFO by a margin of 3 to 1 over 7 other Bay Area Stations—but, more than that, they said they *remember* KSFO programs. It's the listener who remembers who makes the purchase — it's the purchase that *Pays Off.*

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.

560 KSFO SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales • New York, Chicago, Los Angeles, Seattle

URS

25 salesmen sell your product

You get more than you bargain for when you buy a participation on "Hi Neighbor"—KMOX's half-hour high-jinks, broadcast Monday through Saturday afternoons.

You pay for sixty seconds. But you get a batch of product-pushing "extras"...

Instead of sandwiching your live or recorded commercial between entertainment fare, your message is made a part of the performance... is woven into the script by the KMOX Program Department... becomes as listenable as every other minute of the show.*

And when "Hi Neighbor" goes on the air, twenty-five salesmen deliver your sales message!

KMOX's Musical Director Seth Greiner and his 20-piece orchestra introduce your announcement with clever sound effects and special entrance music. After this fanfare, your story is handled skillfully and persuasively by Russ Brown—baritone star of many coast-to-coast CBS programs, with a talent for talk which has made him one of Mid-America's most popular emcees. Often, your commercial is made still stronger by product endorsement from "Hi Neighbor's" guesting celebrities—radio, stage and screen stars who are making personal appearances in St. Louis.

To have your product sold by twenty-five experts in a billion-dollar market, call us or Radio Sales. And say "Hi Neighbor" to *our* neighbors and *your* customers... with the *new* "Voice of St. Louis." Now broadcasting with a new 50,000-watt transmitter, KMOX's new half-millivolt line embraces 25% more radio homes in a 39% larger area.

**The CBS Program Analyzer Studies, conducted over a period of years, have revealed that those types of commercials which either lend themselves most easily to integration or provide additional entertainment elements are received most favorably by listeners.*

KMOX 50,000 WATTS
the Voice of St. Louis

Represented by RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • SAN FRANCISCO • ATLANTA

Remember the story about...

THE CAMEL

THE STRAW

One more straw to the load and the camel buckled. Which only goes to prove that even "the big ship of the desert" can sometimes go aground. And one tiny little straw did it all! We think WWDC is the "little straw" in Washington radio that has helped knock the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

MR. DANIELS—the Hon. Josephus—might as well have gotten in a lions' den when he got in front of the *Greensboro* (N. C.) *Daily News* cameras a fortnight ago during a broadcast over WBIG. He got his nose cut off. You see, Mr. Daniels made his mistake when he got in back of the WBIG microphone before he got in front of the cameras. For when the picture was printed, the paper was making so sure that no WBIG call letters sully its newsprint that the call letters on the microphone were heavily blacked out. So, apparently, was part of Mr. Daniels' face.

Strange twist is that North Carolina Broadcasting Co., owners of WBIG, also own 16⅔% of the *Daily News*, purchased last March [BROADCASTING, March 31]. Maj. Edney Ridge, WBIG president, is a member of the board of directors of the newspaper. But it seems there will always be an editor, with a blue pencil in his hand.

Major Ridge sent the picture to Mr. Daniels, the former Ambassador to Mexico, with an explanation of the amputation. It is an example, he wrote "of the . . . . opposition we have had from the newspaper here in Greensboro on radio, and still they have the nerve to appeal to the Commission to ask for a license. . . . "

Occasion for Mr. Daniels' recorded broadcast was presentation of a silver tray to radio entertainer Kay Kyser on behalf of the people of North Carolina, in appreciation of his contribution to the N. C. Good Health Assn. program. Mr. Daniels is editor and chief owner of the Raleigh (N. C.) *News and Observer*, licensee of WNAO Raleigh.

Sellers of Sales

IF he hadn't been "drafted" by fellow students to serve as advertising manager for his high school paper, Burton C. Granicher today might be in most any other line of endeavor instead of radio advertising.

It was that first taste of selling and creating that gave Burton the "bug." He was determined right then and there that advertising was his field. And with that thought in mind he got himself a job at the San Francisco office of McCann - Erickson and worked his way through college —the U. of California.

BURTON

At the university he got steeped in theory, but at McCann's after school hours he absorbed every bit he could in practical experience. In fact, he became so engrossed in his agency work that when diploma time came around at the university he merely went to his boss and asked for the day off so that he could attend his own graduation.

He went "through the mill" at the agency, from office boy on up. Today he holds the all-important post of Pacific Coast radio director.

Burton became interested in the radio phase of agency work in the early '30's when *Blue Monday Jamboree* — created by the late Harrison Holliway—was the most widely talked about and listened to regional show on the Pacific Coast. It was on the Don Lee network for two hours every Monday night.

The Golden State Co. Ltd., then a McCann-Erickson account, sponsored *Blue Monday Jamboree*, which cradled microphone personalities who later became nationally known—including Al Pearce, Tommy Harris, Meredith Willson and others.

Later Burton was assigned by his agency to work on another radio account — *Death Valley Days*, which was produced for five years in San Francisco for its sponsor. Here, again, he worked closely with and helped develop names that were to become nationally known microphone performers — Barbara Jo Allen (Vera Vague); Cameron Prud'homme, Vicki Vola and others.

During his 21 years with McCann-Erickson, Burton has created and developed radio ideas which have proven among the most successful in the local and regional broadcasting field.

Just so that he can continue to "talk shop" even away from the office, Burton last year organized and became the first president of the Radio Directors Club.

Burton lives in San Francisco with his wife and daughter. To keep in trim he goes in for gardening and golf and spends a great deal of his spare time with the Boy Scouts. He has been a scout master for 15 years.

A Steinman Station

Wilmington Delaware

SELLS

5,000 WATTS

DAY & NIGHT

Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago

San Francisco

Oklahoma Industrial Tour

Mr. John H. Dunkin

On Wednesday evening, June 25th, approximately one hundred and seventy-five Oklahoma business men from every part of the State left Tulsa by special train on an "Industrial Tour" of middle and eastern cities to inform manufacturers of our state's great industrial opportunities. Coming at a time when industrial decentralization is in motion this tour should reap rich reward. It typifies the kind of intelligent action which Oklahoma's men of vision continually put forth to insure a greater future for a great state! The originator of the Industrial Tour is dynamic Mr. John H. Dunkin, Vice President and Secretary of the Brown-Dunkin Company, Tulsa's largest retail drygoods establishment. We salute Mr. Dunkin and all of the public spirited businessmen of Oklahoma whose interest and enthusiasm made this tour possible. We are proud to have had a part in it ourselves, and look forward to the good results which we know will accrue to our state.

In order that the folks at home might know of the activities of the tour Ken Miller, KVOO News Editor, made the trip and reported by press wire and transcription each day. These reports were made available to newspapers and other radio stations throughout the state.

It's great to be a part of the progressive Southwest where pioneering still lives . . . where unselfish cooperation binds men to the furtherance of a common purpose . . . where there's a today and a tomorrow of *unlimited opportunity!*

We're sold on the section we serve!

One of the significant exhibits featured in the four baggage car display carried by the Industrial Tour was this map showing Roger Babson's "Magic Circle." KVOO covers the heart of this important area.

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

NO. 18—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

COMERS!

High among the resources of F&P, as we see it, are our "comers"—our beginners, the bright and promising newcomers to this company, who will be tomorrow's top-flight radio experts. One such comer is our Charles V. Dresser of the New York Office. As all our other Colonels did at first, he's learning radio-station representation the hard way—thoroughly and from the ground up, in order to help make spot-radio *easy* for you.

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 3 WASHINGTON, D. C., JULY 21, 1947 $7.00 A YEAR—20c A COPY

FCC Reorganization Is Planned Oct. 1

Split Into Three Divisions Set in Denny Draft Order

AFTER A LAPSE of 10 years, the FCC will revert to the division method of operation about Oct. 1 under a broad-gauged reorganization plan disclosed last week which will separate the agency into three semi-autonomous divisions of four members each—Broadcast, Common Carrier, and Safety and Special Services.

The plan was contained in a draft order filed by FCC Chairman Charles R. Denny with the Senate Interstate and Foreign Commerce Committee. The tentative order—subject to revisions as to exact details—has not been finally adopted by FCC but probably will be early this fall.

Chairman Denny submitted the plan in compliance with the request of Committee Chairman Wallace H. White Jr. (R-Me.). The request was made June 17, when Mr. Denny testified generally in opposition to the White Bill (S-1333) and in particular to the proposed two-division setup it embraced [BROADCASTING, June 23].

The draft order (published herewith in text) provides that the division structure shall remain in force until March 31, 1948, indicating that it would be invoked on an experimental basis. This was in line with Chairman Denny's testimony that a division system would be instituted this fall, starting about Oct. 1, on a trial basis. In advance of the expiration date the Commission would appraise its work under the division structure and determine whether it should be continued, revised, or dropped.

Used 1934 to 1937

Return to the division system would end a 10-year span during which the full Commission functioned on all regulatory matters. When the FCC was created in 1934, it operated under a three-division setup—Broadcast, Telephone and Telegraph—with each division comprising two members and the Chairman, sitting *ex officio*. One of the first acts of Judge Frank R. McNinch, when he assumed the chairmanship on Oct. 1, 1937, was to abolish the division structure as having a "divisive effect" tending away from cooperation and mutual understanding.

The proposed new division structure departs radically from that of the pre-McNinch era. The divisions will be only partly autonomous. The FCC Chairman (Mr. Denny) will serve on all three divisions as a full voting member and not *ex officio*. He will not hold the chairmanship of any one division.

Each division of four members will elect its own chairman, who may not serve on any other division except in emergency. Thus, the three other members of the seven-man commission will serve as members of two divisions.

Speculation immediately arose as to the personnel of the divisions, with greatest interest, of course, centering around the broadcast unit.

Regarded as virtually certain was selection of Vice Chairman Paul A. Walker, Oklahoma Democrat, as chairman of the Common Carrier Division. His specialty is in the telephone and public utility fields.

Likewise, election of Commodore E. M. Webster to chairmanship of the Safety and Special Services Division was seen as practically assured since he is one of the world's outstanding experts in nonbroadcast allocations, regulations and operations. He is an independent politically.

Chairman Selection

Selection of the chairman of the critically important Broadcast Division appeared less certain. It is logically deduced, however, that Commissioner E. K. Jett, also an independent politically, could have it if he desired. He served as interim chairman of the FCC at the behest of President Roosevelt from November 1944 until Paul A. Porter assumed the full Commission chairmanship in January 1945. A former FCC chief engineer, he has been identified with broadcast regulation in one manner or another for two decades.

Mr. Denny, of course, will serve on the Broadcast Division as well as the other divisions, but only as a member. Whether Commissioner Clifford J. Durr, the FCC's stormy petrel left-winger, will find a place on the Broadcast Division or serve on the other two units is problematical. Mr. Durr before his appointment to the FCC in 1941 was head of the War Plants Corporation, a unit of the Reconstruction Finance Corporation then headed by Jesse Jones. It dealt in utilities. Mr. Durr is a Democrat, as is Mr. Denny.

Either Comr. Rosel H. Hyde of Idaho or Commissioner-designate Robert F. Jones of Ohio, both Republicans, will serve on the Broadcast Division. It is possible, of course, for both to serve on that division and even conceivable that either might be elected chairman.

Mr. Hyde, a career man who rose from the clerical ranks and served successively as examiner, assistant general counsel and general counsel, is regarded principally as a broadcast expert. Except during his tenure as general counsel, he dealt only spasmodically with nonbroadcast matters.

Jones' Position

Mr. Jones, a member of Congress for nearly a decade and before that prosecuting attorney in Lima, Ohio, joins the Commission as the only member who has held elective office. He is highly regarded by both parties in Congress and is believed to have more of a public viewpoint by virtue of his background than any other member. Consequently, his service on the Broadcast Division, fraught as it is with problems involving the whole electorate, would certainly win favor on Capitol Hill.

It is likely that one of Mr. Jones' background — if not designated Broadcast Division chairman— would also serve on the Common Carrier Division. Safety and Special Services is largely a technical regulatory operation.

The Broadcast Division, under the proposed structure, would exercise jurisdiction over all matters relating to broadcasting, which is described as "the dissemination of radio communications intended to be received by the public directly or by the intermediary of relay broadcast stations." This field was defined as including AM, or standard, FM, television, noncommercial educational FM, international,

(*Continued on page 72*)

HOW FCC IS TO BE REORGANIZED

TEXT of the order which FCC said it could use to establish a divisional system of Commission operation is published below. It was submitted to Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Commerce Committee, by FCC Chairman Charles R. Denny. Exact details, it was pointed out, will depend upon the specific plan finally adopted by the Commission.

ORDER (Draft only)

The Commission having under consideration a proposal to reorganize the Commission along divisional lines as authorized in Section 5 of the Communications Act of 1934, as amended; and

It Appearing, That such reorganization will serve the public interest, convenience and necessity; and

It Further Appearing, That the proposed changes are organizational and procedural and that the provisions of Section 4 of the Administrative Procedure Act are not applicable thereto;

It is Ordered, That Part I of the Commission's Rules and Regulations Be Amended in the following respects, effective 1947:

(1) The heading of Section 1.2 is revised to read as follows:
Composition of Commission

(2) Section 1.2 (c) is deleted and new Section 1.2 (c) is adopted to read as follows:

(c) The Commission is organized into three Divisions, namely, the Broadcast Division, the Common Carrier Division, and the Safety and Special Services Division. Each Division is composed of four members of the Commission who choose their own chairman. A member chosen as the chairman of a Division may not serve as a member of any other Division. The Chairman of the Commission is a member of each Division while the remaining Commissioners individually serve on two of the three Divisions. In case of a vacancy in any Division, or of absence or inability to serve thereon of any Commissioner, the Chairman of the Commission may designate a Commissioner to serve temporarily on said Division until the Commission orders otherwise. Three members of a Division constitute a quorum and the decision of a majority prevails. Where a Division is evenly divided (2-2) as to any matter before it, such matter is referred to the entire Commission for determination.

(3) The heading of Section 1.4 is revised to read as follows:
General Description of Commission's Staff Organization

(4) Add new Sections 1.6, 1.7, and 1.8

(*Continued on page 73*)

Paramount Trying 'Saturation' Spots

Finds Radio Whirlwind Method Of Picture Promotion

PARAMOUNT Pictures last week was engaged in a "saturation" spot campaign as a result of tests a month ago which showed radio was a whirlwind medium of promoting box-office attendance at movie houses. The spot pattern which Paramount has adopted aims to saturate a specific market. The company buys 150 spot announcements in the three days preceding the opening of a new picture and five days afterward.

The company first applied this technique in a test campaign in Kansas City at the opening of its picture, "Dear Ruth." According to a Paramount executive, the test proved so successful that the pattern has been adopted in other cities as the picture opens.

The radio campaign will cost approximately $200,000, but a Paramount Picture executive estimated that it is expected to mean an extra $6,000,000 to $8,000,000 in the movie box offices at the end of the picture's run. The moving picture, along with the radio campaign, will appear and be heard in the following cities soon: Baltimore, Milwaukee, Chicago, Memphis, Salt Lake City, Philadelphia and Boston.

The radio technique is expected to be used by Paramount hereafter with all its motion pictures which do not have star attractions.

Campaign is handled by Buchanan & Co., New York, and Paramount Pictures, New York, advertising and publicity department, with Curtis Mitchell, department head.

RKO TO PROMOTE FILM WITH BIG RADIO DRIVE

IN WHAT is believed by the Yankee Network to be the largest radio promotion campaign ever undertaken by a film company in the New England area, RKO Radio Pictures Inc. last week signed with the network for an extensive campaign on its new picture, "The Long Night." The film will have a premiere in 212 cities throughout the U.S. and will open in New England Aug. 6.

In the new campaign, the ninth one that RKO and Yankee have used to promote a film, a series of spot announcements will be used on the network's news service programs ten days prior to opening date. On Aug. 13 a mock trial featuring outstanding guests and the stars of the picture will be aired from Symphony Hall in Boston. Finally, there will be a series of 15-minute transcribed programs featuring Henry Fonda, Barbara Bel Geddes and Vincent Price.

Campaign is under supervision of Linus Travers, executive vice president and general manager, Yankee Network, and Terry Turner, director of the field staff, RKO.

P&G Executive Succeeds Elder in ANA Radio Post

Mr. DIGGES

Mr. HALVERSTADT

A. N. HALVERSTADT, manager of the Radio and Media Dept. of Procter & Gamble Co., has been elected chairman of the radio council of the Assn. of National Advertisers, succeeding Dr. Robert F. Elder, vice president of Lever Bros. Co. The council also has engaged I. W. Digges, ANA general counsel for the past 16 years, to act in the same capacity for it.

Mr. Halverstadt has been with Procter & Gamble for 17 years, practically all of that time in the soap company's advertising and radio departments. He is a former board member of BMB and former chairman of the BMB Technical Committee.

Once With FTC

Mr. Digges, onetime attorney for the Federal Trade Commission, has been engaged in private practice since 1925. He is a former associate administrator of the War Savings staff of the Treasury Dept. and also served during the war as counsel to the War Shipping Administration. Recently he became chairman of the lawyer's advisory committee of the U. S. Trade Mark Assn.

Serving with Mr. Halverstadt on the executive council of the radio council are: Joseph M. Allen, vice president, Bristol-Myers Co.; Stanley I. Clark, vice president, Sterling Drug; Dr. Elder; S. C. Gale, vice president, General Mills; Harry F. Jones, vice president, Campbell Soup Co.; Charles G. Mortimer Jr., vice president, General Foods Corp.; W. M. Stedman, director of advertising, American Home Products Corp.; D. B. Stetler, advertising director, Standard Brands.

Kate Smith Helps Boost Co-op Sales of MBS 77%

A 77% INCREASE in the volume of cooperative program sales over 1946 figures was reported last week by Bert Hauser, director of MBS-Co-ops.

As of July 1, there were 987 current sales of Mutual cooperative programs, compared with 557 a year before. More than 1,000 local sponsors were represented, Mr. Hauser said.

Mutual's biggest co-op seller is the Kate Smith program which, although on the air less than a month, has been sold on 290 stations.

BARTON OF BBDO SEES GOOD BUSINESS AHEAD

"IF THE VOLUME of advertising is a barometer of business, there is every indication that business will continue high for the rest of this year and through 1948."

This was the observation of Bruce Barton, chairman of the board of BBDO, New York, in Los Angeles on July 15.

"We have more than a hundred clients through the country, ranging from heavy industry down through soft goods, butter, groceries and the things that keep us alive," Mr. Barton said. "Their advertising business," he continued, "has been higher during the first six months of this year than last, which was a record. This business will continue through the rest of the year."

Young in New Post

STANLEY YOUNG, formerly associated with Edward Petry and Co., and prior to that with Spot Sales as Chicago manager, has been appointed sales supervisor in the central area under the head of Transcription Sales of the Louis G. Cowan Inc. offices. Mr. Young will make his headquarters in Chicago. For the past two years he was president of National Radio Clearing House, radio station service organization.

Marlowe Forming Firm; Leaves ABC

Will Package Television Shows, Produce Commercial Films

HARVEY MARLOWE, executive television producer for ABC for the past two and a half years, has resigned that post to establish Harvey Marlowe Television Assoc. Inc. New firm will package video shows for television broadcasters and advertisers, and will also produce commercial films for general or trade use as well as for telecasting.

Chief activity of his new organization, Mr. Marlowe said, will be working for and with advertising agencies in solving the video problems of their clients. He pointed out that the vast majority of agencies have either no television department or at most one man, usually from the radio staff, assigned to this new medium. He said that his firm will be in a position to serve as the television department of an agency, functioning in that capacity for the entire range of video activities from the initial presentation to the client right through the planning and production of program and commercial to the actual telecast.

Donald Geisy, formerly associated with Mr. Marlowe as publicity director of ABC's Television Division, has joined Harvey Marlowe Assoc. in the same capacity. New firm is located at 221 W. 57th St., New York.

Baseball Telecasts

FORD MOTOR CO., Dearborn, Mich., has contracted to sponsor telecasts on KSD-TV (*St. Louis Post-Dispatch* station) on one-half of the major league baseball games to be played in St. Louis after July 26. The contract, made for Ford through J. Walter Thompson Co., New York, covers both day and night games. Ford also has acquired an option on telecasting one-half of all games to be played in St. Louis during the 1948 season.

'HUCKSTER' SPOTS

Used 200 Times in 4 Days Over WHN

WHN New York last week boiled over with the kind of steaming advertising campaign that even Llewellyn Evans would have loved.

In four days WHN mentioned MGM's *The Hucksters* no fewer than 200 times. It was a special campaign timed to precede the New York opening of the cinema version of Frederic Wakeman's best-selling dissection of the advertising business.

MGM did not use the usual kind of spot announcements, but depended upon brief but frequent mentions of the picture's title. *The Hucksters'* message was tied into other commercials. Examples: "Hucksters is a good eight-letter word and so is Lifebuoy" or "No one needs to huckster you into buying an Adam Hat."

'Fibber' Puts Johnson Co. Out in Front

High Hooper, Good Identification Get Results

By FRED SAMPLE

EVER SINCE Samuel Curtis Johnson placed a two-inch ad in the November 1886 issue of *The Century* magazine, S. C. Johnson & Son has been among the nation's leading advertisers.

In 1946 the company spent $894,918 on radio advertising, $786,663 on magazines, $362,119 on newspapers, according to Publishers Information Bureau figures. These figures may be contrasted with PIB's records for 1935, Johnson's first year on the air, when it spent $278,635 for radio.

Richard D. Crisp, former sales analyst for S. C. Johnson, speaking at a marketing conference conducted by the American Management Assn. last January, reported that Johnson's "sales volume per salesman today is 366% of the 1939 average. Our total sales and administrative expense percentage, including advertising, is today 68% of the 1939-41 average."

S. C. JOHNSON & Son's rise to dominance in the wax field has been largely identified with radio. Spearheaded by its sponsorship of "Fibber and Molly" and the determination of Harlow (Waxy) Wilcox to insert a word of praise for the product into the Tuesday night NBC program the company proudly claims one of the highest sponsor-identifications on the air.

The Fabulous McGee's

But it has been its sponsorship of the fabulous Mr. and Mrs. McGee of 79 Wistful Vista that has endeared the Johnson Co. to the American public. The world's greatest wax salesman, to the radio listener, is Harlow Wilcox whose determined effort to squeeze a word of praise for the product into the Tuesday night NBC *Fibber and Molly* program has helped give Johnson one of the highest sponsor-identifications on the air.

Needham, Louis & Brorby, Chicago, is Johnson's domestic agency, with J. J. Louis account executive. Erwin, Wasey & Co. Ltd., London, handles export radio.

So closely associated with the product are Fibber and Molly that Johnson's printed advertising almost invariably is tied in with their program.

Johnson's entrance into radio was typical of the tentative approach to the new medium by advertisers in the early 1930's. Starting with a 13-week series of Ted Weems broadcasts from Chicago's Aragon ballroom, the company experimented with several programs without startling success. One of Johnson's early attempts was sponsorship of a daily program guide on a considerable group of stations at a time when newspaper program listings were inadequate.

William N. Connolly, Advertising Manager, S. C. Johnson & Son Inc.; Frank Pittman, Producer, "Fibber McGee & Molly" program; John J. Louis, Needham, Louis & Brorby Inc., Chicago, Johnson's advertising agency.

Expansion in Radio

The firm temporarily abandoned the medium for magazines and newspapers, but returned to the air soon with Tony Wons in a daytime program. The familiar Wons poetry readings soon expanded into a more ambitious program, *The House by the Side of the Road*, with Wons, Joan Blaine, Emery Darcey and guest artists. The program ran 39 weeks with fair success until it was replaced by *Fibber McGee and Molly* in June 1935. The union of Johnson's Wax with the then unknown Marian and Jim Jordan who were doing a program called *Smackout*, has been probably the happiest marriage in radio.

The program started on NBC Blue in 1935 and switched to NBC Red a year later (July 6) when it was broadcast Mondays, 8-8:30 p.m. On April 19, 1937, it shifted to 9-9:30 p.m. Mondays, and on March 22, 1938, it moved into the Tuesday, 9:30-10 p.m. spot it has held ever since, barring summer layoffs.

Hooper rated the program's audience at 3.3 on its first broadcast. From then on the growth in popularity was gradual, hitting a 1935 high of 8.0 in December (and immediately dropping back to a 5.3 on the next broadcast), achieving a 1936 top of 12.2 in November, which rose to 18.1 by April 1937.

The slow, sure rise continued until in March of 1942 *Fibber McGee and Molly* hit its alltime high of 38.1.

Once the heights were gained, they were gained for good, and the Wistful Vista couple have apparently settled down permanently among the top five programs on Mr. Hooper's list. In 1944 and '45, the show never fell below second place; last year it came up with six firsts, seven seconds, one third, two fourths and one fifth place.

So far 1947 has given it two firsts, six seconds, two thirds, and one fifth place. They have been in the first five continuously since June 1941.

Tailored to Please

Just as Johnson decided to create a product to meet the demands of his customers for floor wax, so was *Fibber McGee and Molly* tailored under the supervision of Don Quinn, chief scripter since the program started, into a comedy program that appealed to all age groups in all economic classes.

Since Jim Jordan at the start specialized in long-winded stories in which the truth was only incidental, Quinn dubbed him "Fibber McGee." But Fibber has long since ceased his story-telling to become a very human guy, dumber than you and I, of course, but quite like somebody we know in our block. In his adventures, sometimes farcical, sometimes so close to life as to constitute a rare form of social satire, the company believes it has found a way to win the favor of the housewife and the man who drives the family car.

While many others beat their listeners over the heads with advertising claims, Johnson's radio commericals and printed copy are quiet, good-natured and informative. Johnson ads are never blatant, misleading or in questionable taste. But no false modesty keeps Johnson from saying that their products are the best in the world since they sincerely believe them to be.

Pioneers in Ribbing

Pioneers in the indirect rib and the humorous approach to selling the product, Johnson has demonstrated that selling punch is entirely compatible with good taste and respect for the public's intelligence.

William N. Connolly, Johnson's

(*Continued on page 76*)

Jones Expected to Assume His FCC Post by Aug. 10

COMMISSIONER - DESIGNATE Robert F. Jones probably will assume his new FCC office about Aug. 10, although there is a possibility he may delay it until Sept. 1.

He has already designated his Congressional secretary, Miss Elizabeth Dannelly, as his confidential assistant. Other members of his FCC staff have not yet been selected.

Miss Dannelly has been with the Ohio Republican Congressman for two years. Before that she was in the office of Rep. Wright Patman (D-Tex.). A native of Jefferson, Tex., where she taught school before entering secretarial work, Miss Dannelly was employed at the Justice Dept. in a secretarial capacity and also had been with a law firm in Texas.

Mr. Jones was shown his new offices in a visit to FCC headquarters last Tuesday, four days after he was confirmed by the Senate [BROADCASTING, July 14]. He met Acting Chairman Paul A. Walker and Commissioner Rosel H. Hyde—the only commissioners then in Washington.

Following his confirmation he was congratulated by FCC Chairman Charles R. Denny in a call from Atlantic City, where Mr. Denny is presiding at the International Telecommunications Conference.

Will Assure Quorum

The new commissioner's assumption of office will give FCC a quorum in Washington despite the absence of three members—Chairman Denny, E. K. Jett and E. M. Webster—who are attending the Atlantic City conference. Since the June 30 expiration of the term of Ray C. Wakefield, whom Mr. Jones succeeds, the bulk of FCC's actions have been taken by a minority "board" composed of the three members remaining in Washington: Acting Chairman Paul A. Walker, Rosel H. Hyde and C. J. Durr. Only two of the three were present at last Thursday's meeting,

(*Continued on page 73*)

Networks Schedule Meeting With FMA

Attitude Toward FM Is Seen As Session's Topic

ATTITUDE of the networks on FM is expected to be discussed at a meeting of network executives with representatives of the FM Assn. at Washington's Statler Hotel today (July 21) at 3 p.m.

Several network executives will be in Washington for discussions at NAB headquarters on the ramifications of the Taft-Hartley labor act, the Petrillo matter and other labor questions of particular interest to radio, and the meeting on FM was scheduled to follow the labor session. (See story below).

Expected to be in attendance at FM meeting are the following network executives: Robert D. Swezey, vice president and general manager, MBS; William S. Hedges, vice president in charge of planning and development, NBC; Joseph A. McDonald, vice president and secretary, ABC; Frank K. White, vice president and treasurer, CBS; Howard L. Hausman, senior attorney, CBS Legal Dept.

The FM Assn. will be represented by its executive director, J. N. (Bill) Bailey, and by two members of its network liaison committee, Gordon Gray, principal stockholder of WMIT Winston-Salem, N. C., and Leonard Marks, general counsel of FMA.

NAB GROUP TO STUDY NEW LAWS ON LABOR

NAB Employer-Employe Relations Committee meets today (July 21) at NAB's Washington headquarters to analyze the Taft-Hartley and Lea Acts as they affect relations between broadcasters and the unions. In addition, they will take up the provisions of the acts as they relate to broadcast operations.

Broadcasters attending the meeting are John Elmer, WCBM Baltimore, committee chairman; William Fay, WHAM Rochester; Leslie C. Johnson, WHBF Rock Island, Ill.; Frank King, WMBR Jacksonville, Fla.; Howard Lane, Field Enterprises Inc., Chicago; Harry R. LePoidevin, WRJN Racine, Wis.; C. L. McCarthy, KQW San Francisco; Joseph A. McDonald, ABC; John H. MacDonald and Ernest de la Ossa, NBC; Frank R. Smith, WWSW Pitsburgh; Robert Swezey, MBS; C. L. Thomas, KXOX St. Louis; Frank K. White and Howard Hausman, CBS, and Marshall Pengra, KRNR Roseburg, Ore. Attending for NAB are President Judge Justin Miller, A. D. Willard Jr., Richard P. Doherty, Don Petty and David Farber.

KSOO Names

APPOINTMENT of Avery-Knodel Inc. as exclusive national representative for KSOO Sioux Falls, S. D., has been announced by George Hahn, vice president and general manager of the station.

NATIONAL NETWORK HOOPERS, JULY 1-7

EVENING

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
1. Walter Winchell	215	Andrew Jergens, Co.	Robert W. Orr & Assoc., Inc.	12.1†	12.6†	—0.5	2
2. Crime Doctor	146	Philip Morris & Co., Ltd., Inc.	The Biow Company	10.7	7.4	+3.3	21
3. Take It or Leave It	163	Eversharp, Inc.	The Biow Company	10.1	8.3	+1.8	13
4. Mr. District Attorney	134	Bristol-Myers Co.	Doherty, Clifford & Shenfield, Inc.	10.1	13.3	—3.2	1
5. Screen Guild Players	155	Lady Esther Sales Co., Inc.	The Biow Company	10.0	10.5	—0.5	3
6. Life of Riley	136	Procter & Gamble Co.	Dancer-Fitzgerald-Sample	8.4	8.0	+0.4	17
7. Can You Top This?	141	Colgate-Palmolive-Peet Co.	Ted Bates, Inc.	8.3	7.2	+1.1	27
8. Dr. I. Q.	129	Mars, Inc.	Grant Advertising, Inc.	8.2	7.2	+1.0	29
9. Fred Waring	144	S. C. Johnson & Son, Inc.	Needham Louis & Brorby, Inc.	8.0	7.6	+0.4	20
10. Adv. Philip Marlowe	130	Pepsodent Div.-Lever Bros. Co.	Foote, Cone & Belding	8.0	--	--	--
11. Drew Pearson	225	Frank H. Lee Co.	Wm. Weintraub & Co., Inc.	8.0	8.7	—0.7	10
12. Truth or Consequences	135	Procter & Gamble Co.	Compton Advertising, Inc.	7.9	8.1	—0.2	15
13. Bob Hawk Show (sub)	155	R. J. Reynolds Co.	William Esty & Co., Inc.	7.9	9.8	—1.9	6
14. Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	7.8	8.4	—0.6	12
15. Inner Sanctum	148	Emerson Drug Co.	Batten, Barton, Durstine & Osborn, Inc.	7.7	--	--	--

† Includes First and Second Broadcasts

Radio and Video Broadcasters', Manufacturers' Sales Are Up

BROADCASTING corporations and radio and television manufacturers, as well as parts manufacturers, showed greater sales during the first quarter of 1947 than during the last quarter of 1946, according to a survey released this week by the Securities and Exchange Commission, Philadelphia.

The survey reported that 1,268 corporations in 139 industry groups, out of 1,402 reporting, had increased sales or operating revenues of $676,000,000 for the first quarter of 1947 over the last quarter of 1946. Net sales for the 1,268 companies were $22,655,895,000 for the first quarter as compared with $21,979,595,000 the quarter immediately preceding.

Two corporations are listed in the broadcasting field. They are CBS, reporting $18,529,000 in the last quarter of 1946, and $19,529,000 the first quarter of this year—an increase of $1,000,000. RCA listed as both a broadcasting company and a radio and television manufacturer, showed $73,010,000 in the last 1946 quarter and $76,465,000 in the first 1947 quarter, an increase of $3,455,000.

Thirteen Listed

Thirteen corporations were listed under radio and television products. In addition to RCA, they are Admiral Corp., with $9,852,000 in the first quarter of 1947 and $13,149,000 the previous quarter; Emerson Radio and Phonograph Corp., $8,982,000 and $7,819,000; Farnsworth Television and Radio Corp., $4,121,000 and $2,271,000; Galvin Manufacturing Corp. (Motorola), $8,840,000 and $8,066,000; Magnavox Co., $7,153,000 and $6,275,000; Philco Corp., $50,187,000 and $48,918,000; Raytheon Manufacturing Co., $15,017,000 and $18,011,000; Sentinel Radio Corp., $2,298,000 and $2,007,000; Sonotone Corp., $2,874,000 and $2,245,000; Sparks-Withington Co., $6,435,000 and $5,744,000; Sylvania Electric Products Inc., $23,537,000 and $24,505,000; and Zenith Radio Corp., $16,365,000 and $13,960,000.

Other companies were reported in the radio, television and electronic parts and equipment category. The companies, with their first quarter of 1947 figures and last quarter of 1946 figures, respectively, are: Clarostat Manufacturing Co. Inc., $868,000 and $694,000; Cornell-Dubilier Electric Corp., $4,399,000 and $4,326,000; Hazeltine Corp., $2,158,000 and $2,575,000.

Drawn for BROADCASTING by Sid Hix

"Of course, if other stations want to use canned sound effects, that's their business."

4 Executives Are Named By Taylor-Howe-Snowden

APPOINTMENT of Alex Keese, Tom Peterson, Clyde Melville and John D. Allison to be directors and vice presidents of Taylor-Howe-Snowden Radio Sales Inc., effective Aug. 1, has been announced by O. L. Ted Taylor, executive head of the firm.

Mr. Peterson has been managing the T-H-S Chicago office since Sept. 1, 1944, when it was opened. Mr. Melville has managed the firm's Dallas office since June 13, 1944. Mr. Keese has been general manager of the Amarillo, Tex., office. Mr. Allison, a former vice president of Headley-Reed Co., has accepted the managership of the T-H-S New York office [BROADCASTING, July 14].

Each of the new directors-vice presidents will be stockholders in the corporation, according to Mr. Taylor.

Congress' Radio Achievements Few

Only Taft-Hartley Act Of Major Concern This Year

By PETER DENZER

WITH ADJOURNMENT of the first session of the 80th Congress scheduled for July 26 radio looked back over the record and saw little in the way of actual accomplishment. Only one major law affecting radio, the Taft-Hartley Labor Act, was added to the books.

Apparently radio lost nothing in the 1947 session. The Congress had at least grown more radio-conscious through the introduction of the White Bill (S. 1333) and attendant hearings. The issue of a radio bill will remain alive through the next session.

The FCC weathered well through two hearings before the most economy-minded group of legislators it has ever faced. Congress passed and sent to the White House last week an appropriation granting the Commission $6,440,000, representing Congressional generosity second only to that accorded the Federal Bureau of Investigation. (See story page 18.)

FCC's Fight

FCC fought hard for this sum. Chairman Charles R. Denny had originally asked for an unprecedented peacetime budget of $7,300,000. A House Appropriations Subcommittee, somewhat more hard-boiled than the Senate, sliced this demand to $6,040,000. Chairman Denny went to the Senate and asked for restitution of $810,000. The Senate responded with $400,000.

The FCC also found itself with a full bench of seven Commissioners for the first time since Paul Porter left that agency. His post as a Commissioner was filled on March 18 [BROADCASTING, March 24] when Edward Mount Webster, a non-political appointee was confirmed for his unexpired term which ends June 30, 1949.

A second opening, left by the expiration of Comr. Ray C. Wakefield's term, was filled by a more controversial appointment. On July 11 the Senate confirmed the nomination of Robert F. Jones, Congressman from Ohio, after a series of bitter accusations hurled by columnist Drew Pearson were duly punctured in a series of dramatic hearings. Mr. Jones is expected to take office around August 10. (See story page 15.)

The Jones nomination was a disappointment to Chairman Denny, who had succeeded in having the White House renominate Mr. Wakefield. But the Wakefield nomination was withdrawn in a sudden and unexplained action which caught both Mr. Denny and Mr. Wakefield unaware.

On the labor front, radio together with the rest of American industry, had cause for quiet rejoicing in the passage over President Truman's veto of the Taft-Hartley Labor Act. The Supreme Court decision on June 23 upholding the Lea Act further strengthens radio's hand in dealing with abuses. Station managers, however, appeared to be sitting tight in order to make a slow and careful evaluation of the effect of the legislation on labor-management relations.

One thing seemed certain. Some of the more flagrant practices of the American Federation of Musicians (AFL) have been curbed to the benefit of both radio and the listening public. James Caesar Petrillo is now forbidden by law to continue his traditional "featherbedding." Jurisdictional strikes and secondary boycotts have become "unfair labor practices."

Law's Impact

That the law has already had a considerable impact upon Mr. Petrillo was demonstrated by the AFM chief's willingness to accept a "period of grace" from a House Labor Committee investigating group which had subpoenaed him for questioning in regard to his union's practices. The group, headed by Rep. Carroll D. Kearns (R-Pa.), interrupted its hearings on July 8 for a 60-day truce period during which Mr. Petrillo has promised to abide by the law.

The Supreme Court ruling remanded Mr. Petrillo's case back to court in his home town for violating the Act with WAAF Chicago.

Meanwhile, Senator Wallace H. White (R-Me.), Chairman of the Senate Interstate & Foreign Commerce Committee, assured BROADCASTING that there will be a new Communications Act next year.

He predicted, with the reservation that it was "still speculation," that the Interstate & Foreign Commerce Committee would report favorably on a radio law "early next session." "I also think that the Senate will pass it," he added.

There were other opinions, however, on what was needed in the way of radio legislation. Rep. Evan Howell (R-Ill.), Chairman of a House radio subcommittee was prepared to introduce radio legislation, and was only waiting for a cue from industry before going to

(*Continued on page 80*)

Support White

AN UNUSUAL vote of confidence was given Sen. Wallace H. White Jr., of Maine, Senate majority leader, last Tuesday by his colleagues. An issue had arisen on jurisdiction of the Senate Interstate and Foreign Commerce Committee, of which Sen. White also is chairman, on matters affecting the Federal Power Commission. The Senate previously had referred the nomination of Burton N. Behling to be a Power Commissioner to the Public Works Committee. Sen. White argued his motion that power matters such as this should be referred to his committee in which radio legislation also originates. The Senate voted his way 66 to 19—an overwhelming victory on a controversial jurisdictional question.

TEN MUSICIANS LAID OFF BY KWK ST. LOUIS

TEN out of 16 musicians on the staff of KWK St. Louis were laid off when their contracts expired on Friday. All ten were instrumentalists who had been assigned to sustaining programs.

Under the quota system, KWK had been required to employ a leader plus ten instrumentalists and, in addition, a steward who played an instrument, but also received extra pay as a steward. Over and above the foregoing, the St. Louis market, according to KWK, is one of two in the U. S. where records and transcriptions have to be handled by AFM members. This requirement, which has been in effect for more than a decade, accounts for the remaining four men on the payroll.

Retained by the station were Carl Hohengarten, musical director; Dick Balsano, staff organist, and four transcription men, all of whom are engaged in necessary work, according to the station.

Petrillo to Confer on 'Cooperation'

Meeting With Kearns; Hearing to Resume In September

JAMES CAESAR PETRILLO is meeting privately this week with Rep. Carroll D. Kearns (R-Pa.), chairman of the House group investigating AFM, to discuss closer cooperation between the musicians' union and amateur and student broadcasters.

The discussion is likely to branch out into other phases of AFM compliance with the Lea Act and the Taft-Hartley Labor law. The mood in which this meeting is conducted may well determine the course that the Congressional investigation of AFM will take in the future.

Richard P. Doherty, NAB's director of Employee-Employer Relations told BROADCASTING he hoped Mr. Petrillo "was sincere regarding cooperation" in the statements he made to the House Committee. "The full impact," he continued, "of the Taft-Hartley and Lea Acts on the AFM and its members will in good measure depend on the degree of cooperation which industry received from high union officials. He discounted the AFM chief's contention that unemployment threatens musicians. This would not happen, he added, if AFM cooperates with industry to make the Lea Act and Taft-Hartley Act workable.

Hearings in the investigation started July 7 and continued through July 8, will be continued, according to Labor Committee Chairman Fred A. Hartley, shortly after Labor Day. Meanwhile, part of the Committee is planning to go to Hollywood to reopen hearings on labor racketeering in the movie industry.

One facet of these hearings will deal with AFM incursions into television and FM.

Difficulties Seen

Mr. Hartley, indicating that the Committee had run into some difficulties with AFM, declared that by September he hoped to have "straightened out the bugs" in the investigation. He would not say what the "bugs" were but he had previously admitted difficulty in obtaining the cooperation of a number of witnesses including some from the radio industry.

Emphasis placed by the Committee upon the AFM's relations with amateurs and student musicians indicated that Mr. Kearns, himself a former educator and AFM-holder, was primarily interested in this phase of the union's activities.

The conference this week between Mr. Kearns and Mr. Petrillo pointed to some sort of compromise agreement between the Congressional Committee and the music czar. Mr. Kearns has already admitted that the interruption in the hearings, started with such fanfare, was aimed at permitting Mr. Petrillo to put his house in order.

Meanwhile, he told BROADCASTING last week, Mr. Petrillo has been "cooperative." This was an adjective which he had failed to apply to other witnesses. Mr. Kearns' handling of the Committee's hearing, short as it was, seemed to indicate that he had no great animosity toward the union boss. He was photographed shaking hands with the AFM chief in what appeared the most cordial good fellowship.

It is uncertain what effect the AFM investigation will actually have upon the operation of the union. Earlier, committee members said that if necessary new legislation would be written to strengthen the application of the Taft-Hartley law and the Lea Act to the union.

Observers on Capitol Hill believe

(*Continued on page 74*)

Grant Funds for Capitol Recording

Protests Against Move Result Only in Cut In Appropriation

PROTESTS against the establishment of a virtual monopoly over recording facilities in the Capitol availed last week only in cutting the funds allocated for Robert Coar from $25,000 to $17,100 and changing the title of the activity to "Joint Recording Facilities."

The money, incorporated in the Legislative Appropriation, was approved and sent to the White House after the Radio Correspondents' Assn. had protested that the suggested title of "Joint Radio Information Facility" was a misnomer. Mr. Coar had originally asked for a salary of over $9,000 to go to himself as "coordinator." This was cut to $6,600 "basic" salary. With the Congressional scale of wages, however, the basic salary designation means that he will receive a total, with allowances, of over $9,000.

Despite the relatively severe cut, the appropriation itself represented a victory in principle for Mr. Coar and his wife who for the past 11 years have been operating a recording room for the use of legislators. It was also a new departure for Congress and establishes, in effect, a concession which may turn out to be a monopoly.

Danger Seen

Recognition of this danger was voiced in the Senate on Wednesday when Senator Styles Bridges (R-N. H.) told the upper chamber that "it is not intended that the proposed coordinator shall assume any new function or duties beyond those services he is rendering now." Senator Bridges, chairman of the Appropriations Committee, said the individual stations and networks should continue to function as they have in the past. By this he explained, they should be permitted to continue to make their own arrangement for broadcasting and telecasting Congressional activities.

This put the Senate on record as to its intentions, but Mr. Coar had told the Appropriation Committee previously that he intends to use his appropriation to "expand" the present service. This expansion, he said, will permit another studio in the Senate Office Building, and would provide additional services such as recordings of committee hearings.

He also proposes to set himself up as a consultant on "matters pertaining to radio and television." This activity might be another to possibly conflict with the regular services of the networks.

Question of Monopoly

There was also a question as yet unexpressed by working correspondents on Capitol Hill, whether Mr. Coar's proposed facilities might not be in effect a monopoly of recording services. There are a number of correspondents who for some years have been recording interviews with their Congressmen for home consumption. Many of these correspondents have hoped to have access to recording facilities in the Capitol in order to avoid inconvenient travel downtown.

Mr. Coar has not indicated whether his facilities would be available to Capitol correspondents, who might be in some cases under the proposed arrangement, in competition with him.

The issue of competition did not arise during hearings on the appropriation. The only expressed opposition came on the matter of the title of the facilities. The other issues, however, are expected to come out into the open whenever the expanded facilities go into actual operation and begin to conflict with services already established by the networks and local stations.

Functions Coincide

It was noted that some of the functions promised by Mr. Coar coincide with activities of bona fide correspondents. The networks and local radio stations have been for some time broadcasting and recording important hearings. There was no indication as to whether Mr. Coar's proposed services would conflict with the standard operating procedure of accredited correspondents and agencies.

Mr. Coar previously gained his income on Capitol Hill solely from the sale of recordings to senators and representatives. Under the new arrangements he will get his salary and in addition will charge for recordings on what he claims is a "cost" basis. He told an Appropriations Committee that the equipment he is using represents a personal investment of "over $30,000", depreciation of which will be charged off in prices of recordings.

The Sun Shines

ALTHOUGH not carried in Washington, D. C., newspapers, the *Baltimore Sun* carries program logs of WTTG and WNBW, Du Mont and NBC video stations, respectively, in the Nation's Capital.

Conferees Studying Senate's Boost In FCC Appropriation

FCC'S STAFF will remain virtually intact and operations will not be curtailed if conferees approve a Senate appropriation increase from $6,040,000 to $6,440,000.

The Senate recommended the increase after Chairman Charles R. Denny asked for a boost of $810,000. Indications from the House were that a compromise figure might be arrived at — possibly around $6,200,000. The House Appropriations Committee was not seen as willing to give up its earlier economy figure without a struggle.

The original House action was considered generous enough by House committeemen [BROADCASTING, June 16]. Not only was the FCC given its largest peacetime appropriation, but if the Senate figure goes through it will even outstrip last year's budget of $5,685,000 and would be only $485,000 below the $7,300,000 originally demanded.

No matter what the final House action Mr. Denny has every cause for rejoicing. Not only was he faced with a new Congress at the opening of the session last January, but the chairman of the House Appropriations Subcommittee on Independent Offices Rep. Richard B. Wigglesworth (R-Mass.) had promised a close check on FCC spending [BROADCASTING, Feb. 17].

The failure of Congress to crack down on the Commission moneywise was repeated in similar measure when a move to have the FCC investigated on a broad scale died stillborn. Chairman Charles A. Wolverton (R-N. J.) had introduced a resolution calling for subpoena powers to investigate the Commission [BROADCASTING, April 7] but the measure went to the Rules Committee where it has been buried. The resolution was termed a "jurisdictional move" by some observers.

Examination Spirited

The appropriation subcommittee examination of Mr. Denny and his Commission was spirited in spite of its eventual generous treatment. Discussion occasionally became heated when it covered station editorializing, the Blue Book, reports that the Commission had acted as a "spy" in its relations with individual stations, and that too much money was being spent on the legal department.

Since the appropriation action is not yet final, Commission officials have been loathe to discuss its effect. They concede, however, that it will be unnecessary, in view of the grant, to fire any personnel, although they claim they will not be able to make some replacements which are allegedly needed.

Rural FM Network Proposed for N. Y.

Six-Station Group Is Planned To Serve 40 Counties

A SIX-STATION FM network providing "a distinctly rural program service" to 40 counties of New York state is contemplated in applications filed with FCC last week by Rural Radio Network Inc.

Designed to "serve families on 110,521 farms, 76% of all farms in the state," the network would have main studios at or near Ithaca and the stations would, for the most part, carry the same programs. Transmitters would be located at Hermitage in Wyoming County; Bristol Center in Ontario County; Newfield in Tompkins County; De-Ruyter in Madison County; Cherry Valley in Otsego County, and Turin in Lewis County.

Installation costs were estimated between $250,000 and $300,000. The applications request Class B stations, but with effective radiated powers of only about 1 kw.

Program policies would be based on "private and governmental surveys" of rural preferences, with emphasis on "news and weather broadcasts, market reports, farm talks, nostalgic and religious music, and quiz programs in keeping with the character of farm interests." Officials said there would be "no hesitation in providing program service which is of very vital and controlling interest to a definite minority of the potential audience."

Rural Radio Network is an operating company wholly owned by the non-profit Rural Radio Foundation, set up by nine farm organizations in the proposed broadcast area. Officials said profits would be used "for research, education and other causes in the public welfare."

H. L. Creal, farmer and Assemblyman of Homer, N. Y., is president of both Rural Radio Foundation and Rural Radio Network. Other officers: Clifford Snyder of Pittstown, N. J., vice president; George Slocum of Milton, Pa., secretary-treasurer, and R. B. Gervan of Ithaca, general manager.

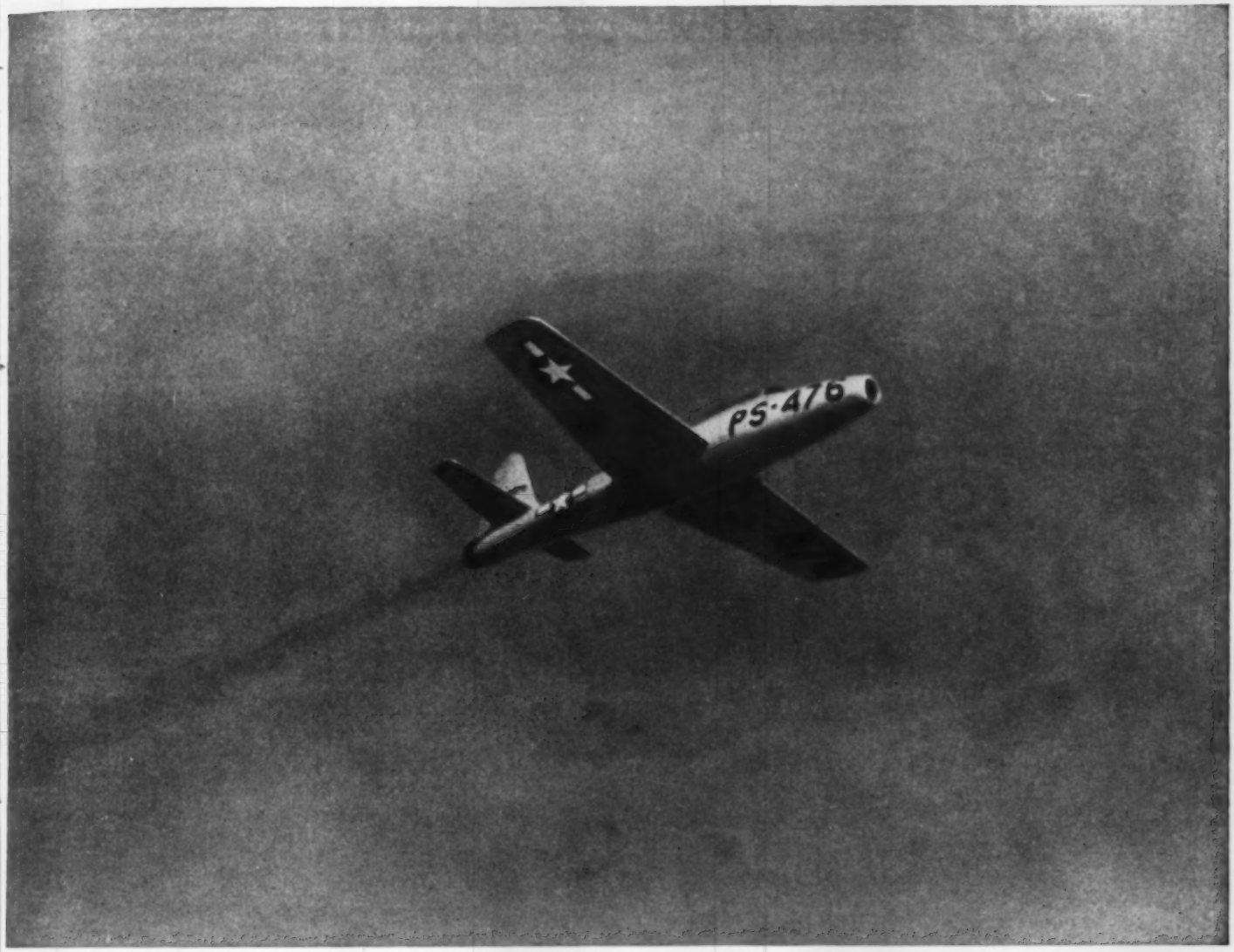
8½ MILLION RADIO, TV SETS MADE IN 6 MONTHS

DESPITE a seasonal slack in June, a grand total of 8,610,644 radio and television receivers were produced during the first six months of 1947, with FM-AM and television sets registering the greatest gain over 1946, the Radio Manufacturers Assn. reported today.

During the month of June alone there were 11,484 television receivers produced, while the total for the whole of 1946 was only 6,476. June's record output brought the total for the first half of 1947 to 46,389.

Following is the monthly breakdown of FM, television, and all radio set production for the first six months of 1947:

Month	FM-AM	Television	All Sets
Jan. (5 weeks)	51,318	5,437	1,564,171
February	53,594	6,243	1,379,966
March	67,264	6,639	1,377,269
Apr. (5 weeks)	112,256	7,886	1,759,723
May	84,507	8,690	1,316,373
June	76,624	11,484	1,213,142
Totals	445,563	46,389	8,610,644



Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places too with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-jet snapped at 1-1000th of a second as it flashed across the three-kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound ... the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more-listeners-per-dollar-spent ... than with any other station in town.

W-I-T-H, the successful independent, is the fast moving station in this big five station town.

W-I-T-H belongs on any smart list ... yours included!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

New AT&T Rates May Be Postponed

FCC Considers Whether To Extend Date Beyond Aug. 1

LIKELIHOOD of postponement of the Aug. 1 proposed effective date of AT&T's rate schedule for intercity television use of its coaxial cable was foreseen last week.

While FCC had not made up its mind what course to take, authorities felt that effectiveness of the proposed rates might be delayed by one of three possible developments: (1) FCC on its own motion might suspend them, pending a hearing; (2) FCC might order suspension on the basis of a protest which Television Broadcasters Assn. is slated to file today (Monday), or on the basis of other industry protests which might be filed; (3) AT&T itself might voluntarily delay the effective date.

In any event, officials pointed out, AT&T can not make any charge until its operation of the cable is moved by FCC from experimental to commercial status. An application for commercial operation is now pending.

The almost solid industry feeling that the rates are too high has been given serious attention at AT&T headquarters. There was some feeling in the industry that the telephone company might volunteer to postpone the proposed effective date, but this belief was neither confirmed nor denied by company officials. They offered no comment on the subject of the proposed rates.

Roberts to File

TBA's protest, due to be filed with FCC today by W. A. Roberts of the Washington law firm of Roberts & McInnis, will charge in substance that the proposed rates are too high and would not lead to proper development of television networks, and that not enough is yet known about coaxial transmission to warrant commercial operation now, TBA officials said.

The Commission was known to be keenly interested in the proposed rates and their potential effects on the development of network television, and informed quarters were confident it would "want to take a close look" at the rates either in an informal study or in a full-dress hearing.

It was also felt that there is little chance for a hearing before fall at the earliest.

The big question was what FCC would choose to do now—and the answer, officials indicated, is yet to be decided by the Commissioners themselves.

Aside from the requirement that AT&T must get FCC approval before making any charges at all for its coaxial facilities, authorities felt that there are good arguments to support either suspension of the proposed rates or at least temporary acquiescence in them.

If they are suspended before they take effect, it was pointed out, telephone service charges may have to carry a more substantial share of the costs of the facilities. It was regarded as conceivable, though not probable, that the service might be withdrawn from television use. It was also pointed out that there have been few cases, if any, in which FCC suspended the rates on a new service before it became effective—in the case of an existing service, officials explained, the old rates continue while the new ones are being considered, whereas there are no rates at all if the suspension involves a new service.

On the other hand, it was pointed out, the immediate future of network video might be seriously threatened if the rates were allowed to go into effect and resulted in abandonment or severe curtailment of coaxial usage by existing television stations. Almost unanimous opposition to the proposed rates, on grounds that they are prohibitive, was voiced by licensees and grantees in the network television conference conducted by FCC early last month [BROADCASTING, June 16].

The charges which AT&T proposed led Allen B. Du Mont Labs to work out a microwave relay plan of its own for linking eight stations with New York and Washington as terminal points of the network. Du Mont estimated this network could be operated to serve the eight stations 28 hours per week at an average cost of $5.15 per hour per station [BROADCASTING, July 14].

The comparable charge on AT&T's rate basis would be about $34 per hour per station, according to telephone company estimates released by Du Mont.

Philco and Raytheon also have strongly questioned the practicability of using AT&T service.

Monthly service charges, covering eight hours' service per day, are based on a rate of $40 per circuit mile, plus $750 connective charges. Thus the monthly cost of

(*Continued on page 85*)

Murrow, Taylor and Robinson In CBS Executive Changes

Mr. MURROW Mr. TAYLOR Mr. ROBINSON

IN ONE of the most widespread executive realignments in recent network history, CBS last week announced two vice presidencies would change hands and that Edward R. Murrow, vice president and director of public affairs, would return to active newscasting.

Mr. Murrow will be succeeded as vice president and director of public affairs by Davidson Taylor, present vice president and director of programs. To replace Mr. Davidson the network has engaged Hubbell Robinson, onetime ABC vice president in charge of programs and recent vice president and national radio director of Foote, Cone & Belding.

Mr. Murrow will continue to serve the network as "executive consultant in the field of public affairs," a CBS spokesman said. Mr. Taylor, as his successor, will have jurisdiction over CBS news, educational and public service broadcasts. He will share overall responsibility for all CBS broadcasts with Mr. Robinson.

said. Although a contract has not yet been signed, it was understood that Mr. Murrow will supplant Robert Trout on Campbell Soup's *The News 'Til Now* show Mon.-Fri., 7:45-8 p.m. beginning Sept. 29. It was indicated that Mr. Murrow's salary from Campbell's Soup will be considerably more than he earned as a top CBS executive.

Mr. Murrow achieved an international reputation through his broadcasts from embattled London during the early years of the war as CBS' European head.

He is probably best known to the public for his memorable *This Is London* broadcasts before and during the blitz. Born in Greensboro, N. C., in 1905, Mr. Murrow attended Washington State College, Washington U. and Stanford U.,

(*Continued on page 74*)

'Blue Book' Station May Soon Be Sold

WQQW Washington in Red Since Commencement

UNABLE to stand the gaff of its idealistic limited commercial operation, WQQW Washington will be placed on the block, if recommendations of its distraught board of directors are followed.

At a meeting last week, the board, made up of Washington business and professional men, is reported to have concluded that after six months of red ink operation the station should be sold. WQQW operates daytime with 1000 w on 570 kc under management of Edward M. Brecher, former FCC employee who participated in the drafting of the celebrated "Blue Book" and thereafter tried to apply his government theories to practical operation.

His board, it was reliably reported, voted to recommend sale to the station's some 200 stockholders. Under the station's by-laws a 30-day lapse is entailed.

Began This Year

WQQW began operations last January amid widespread publicity that only four commercials per hour would be accepted and that there would be a rigid limitation on type of sponsorship. The commercial restrictions were relaxed a few weeks ago but the station has continued to operate at a loss.

The stockholders, who invested largely on solicitation of Mr. Brecher, are believed to have invested upwards of $150,000 in plant and in operating losses. Construction permit for a Class B FM station also is held by the licensee company.

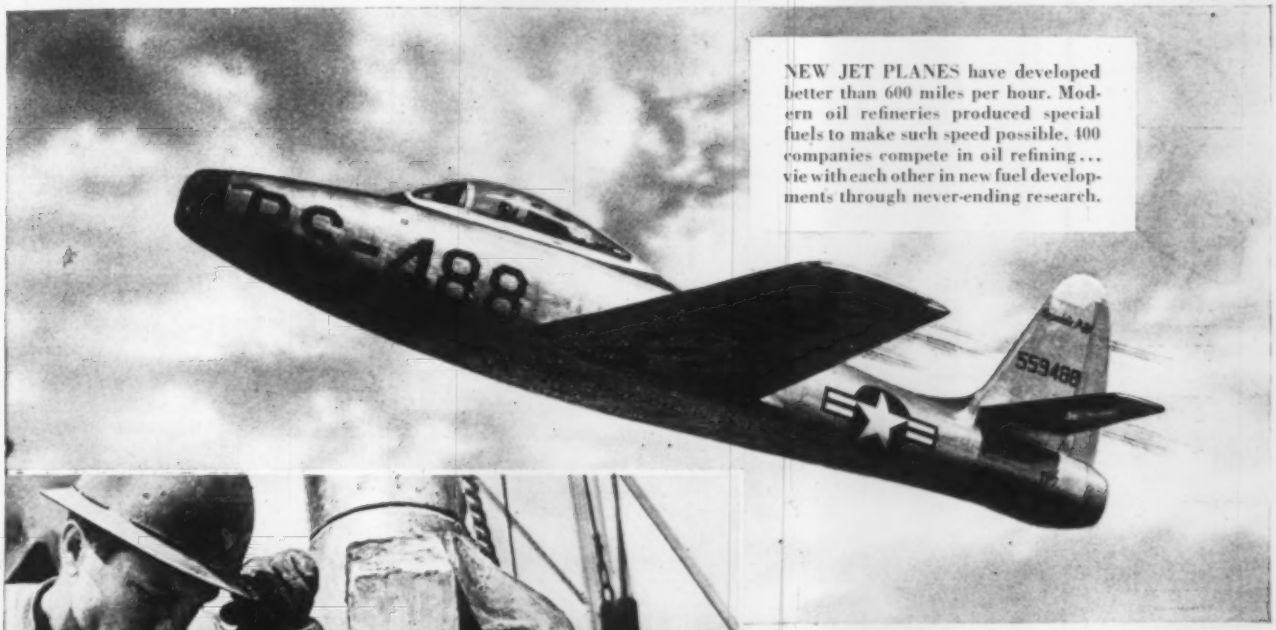
Washington, which had six standard stations before the war, now has 13 standard outlets serving the area—several in the suburbs. In addition, four FM stations are in operation with another five authorized, while two television stations are in operation on limited schedules with two others authorized.

Images Via Image

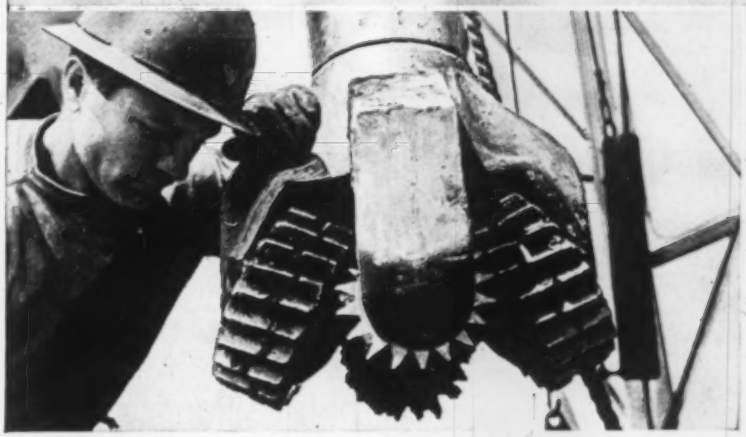
MAX RUSOFF, Philadelphia furrier, will sponsor video beauty contests on WPTZ Philadelphia, starting July 25 and each Friday thereafter until Aug. 29, when the winner will be acclaimed as "Miss Television of Philadelphia" and presented with a $1,000 fur coat. Four contestants each week will model coats and perform variety acts, with the judges appropriately stationed not in the studio but at a video receiver. Series will be produced by Jawer Television Productions, Philadelphia. Solis S. Cantor, that city, is Rusoff agency.

How 1947 became 1968

Competing in many new developments 34,000 companies move "a generation ahead"



NEW JET PLANES have developed better than 600 miles per hour. Modern oil refineries produced special fuels to make such speed possible. 400 companies compete in oil refining... vie with each other in new fuel developments through never-ending research.



13,475 OIL COMPANIES are active in the search for oil. Constantly seeking developments helps maintain America's oil reserves. One scientific advancement is directional drilling which turns corners underground, finding and reaching oil more efficiently.

OVER WATER, UNDER GROUND... Rivalry rushes new developments. 20 years ago the average tanker carried 2 million gallons, today over 6 million. 650 companies are engaged in oil transportation by tanker, truck, barge, pipeline or rail.

OIL COMES TO YOU. Motorists know how America's 225,000 service stations compete for the car-owner's favor. 20,000 independent distributors and jobbers are part of the life-line that supplies many of these outlets as well as home, factory, farm.

IN THE UNITED STATES you get petroleum products for less than anywhere else in the world. Prices vary, of course, and taxes also differ, but gasoline in the U. S. is always the world's best bargain. And new improvements follow each other so rapidly that by ordinary standards of progress, you get these products "a generation ahead." That's why in many ways, it's "1968" now!

More than 34,000 individual business firms which comprise the Petroleum Industry – the 1,250,000 men and women who make their living "in oil"—have set this pace in progress for the same reason an athlete breaks records... the heat of competition.

Today's performance of new cars and fast planes is possible because oil scientists have worked hand in hand with automotive designers and aviation engineers to develop the new fuels produced by oil companies in the race to outdo each other. And this competition which makes Petroleum so progressive is evident not only in the advancement of fuels, oils, gasoline and lubricants but in chemicals, asphalts, solvents and has contributed to the development of finer cosmetics, tires, medicine, ink... over 1200 products in all.

That is the productive rivalry which has turned 1947 into "1968"... the healthy rivalry which may make *next* year 1977 or 1980.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

Prepared for the Oil Industry by the American Petroleum Institute © 1947

FIRST FM AND VIDEO LICENSED SINCE WAR

FIRST POSTWAR FM and television licenses were issued by FCC last week—four FM and one TV.

The four FM licenses, raising the total to 52 from the wartime 48, went to WFBL-FM Syracuse, N. Y.; WIBW-FM Topeka, Kans.; WINC-FM Winchester, Va., and WOPI-FM Bristol, Tenn.

Although 52 FM stations have licenses, the total in actual operation is almost five times that number—245, according to FCC. All told, 831 stations have been authorized. These include 636 for which construction permits have been issued and 195 for which conditional grants are outstanding. In addition, FCC reported, 151 FM new-station applications are pending.

The video license does not represent a new postwar operation. It went to NBC's WNBT New York, covering changes in the station's facilities. The number of television licenses outstanding is unchanged from the wartime total —six.

The Commission's report also showed 59 television stations under construction and 10 applications pending. About a dozen commercial television stations are in operation.

Three Proposed Grants for Class B FM in Philadelphia Are Made Final

PROPOSED GRANTS for three new Class B FM stations in Philadelphia [BROADCASTING, June 23] were given finality by FCC last week.

Instead of carrying out its proposal to dismiss the application of WDAS Philadelphia, however, FCC permitted an amendment to show transfer of control to William Goldman Theatres, the station's new owner, and removed the application from the hearing docket. It will be considered independently or with any new applications for Philadelphia FM.

The grants and respective assignments:

1. Independence Broadcasting Co. (WHAT)—105.3 mc (Channel 287); 20 kw effective radiated power; antenna height 500 feet above average terrain.

2. Unity Broadcasting Corp. of Pennsylvania, owned by International Ladies Garment Workers Union (AFL)—103.7 mc (No. 279); 20 kw; 500 feet. This is the sixth grant or proposed grant for ILGWU FM applicants.

3. Franklin Broadcasting Corp.—106.1 mc (No. 291); 20 kw; 500 feet. Franklin Broadcasting is headed and controlled by Lawrence M. C. Smith, Philadelphia attorney (52.6%), with miniority interests held by four other business and professional people.

FCC's action, taken in an order dated July 10 and released July 15, continued the fifth application in the case—that of Patrick Josgph Stanton—in hearing status, subject to oral argument. Although four channels were available even before two reserved frequencies became available July 1, FCC noted in its proposed decision that Mr. Stanton's FM financing is dependent upon a loan which in turn is dependent upon operation of an AM station—and his AM grant is tied up by a stay order pending outcome of an appeal directed against the grant.

In connection with the WDAS application, FCC had proposed dismissal on grounds that William Goldman Theatres had adequate time to enter the FM hearing after it negotiated for purchase of the station and before the hearing record was closed. Instead, in its final order, the Commission granted a WDAS petition to amend its FM application so as to substitute the new owners, and severed the application from the hearing case.

Public Service

PEOPLE of Johnstown, Pa., heard all about the U. S. Naval Reserve a fortnight ago regardless of where they tuned. By a freak accident of programming, both Johnstown stations, WJAC and WARD, unknown to each other, scheduled the same ET, with the same tie-ins at the same time of night. You might call that public service in a double dose.

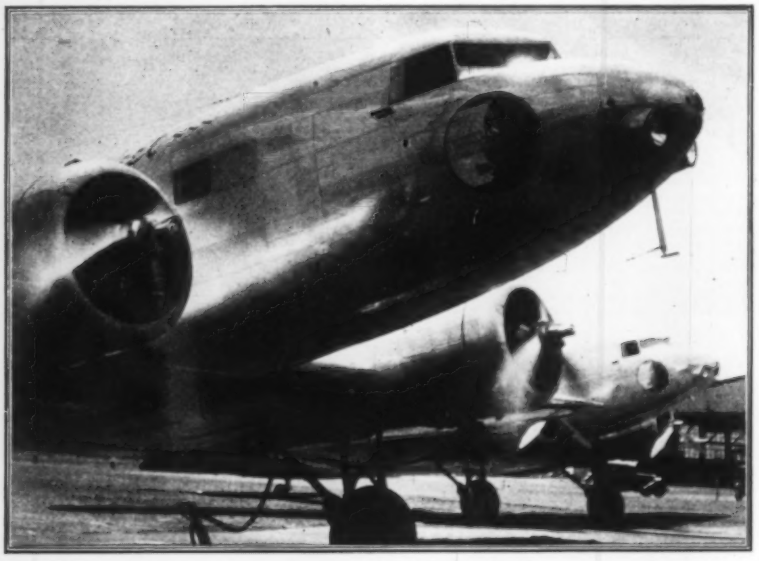
Facsimile Is to Be Used At Jewelers' Convention

REVOLUTIONARY communications system—facsimile or "image transmission"—will help jewelers keep abreast of late news developments during the jewelers' convention in New York Aug. 11-14, Gordon Howard, advertising director of the Elgin National Watch Co., Elgin, Ill., announced last week.

Sponsored by Elgin, a Finch Telefax receiving unit will be located in the convention hall of the Waldorf-Astoria. Unit prints two newspapers daily in small regulation format, reproducing with photographic accuracy late news flashes, convention information and news, and advertising and pictures broadcast from WGHF New York.

CBC Board to Meet

BOARD OF GOVERNORS of CBC will meet at Calgary Sept. 8-10, it was announced at Ottawa by A. D. Dunton, CBC chairman. The board will discuss recommendations of Parliamentary Radio Committee and decide whether its future meetings will be held in public, as recommended by the committee to Parliament.



PROUD OF A CLASS 5 RATING

. . . And why not? Nashville's Berry Field holds this top rating for the nation's finest airports. Passengers and freight throughout the territory move to and from this aviation heart of the Nashville market area. 47 scheduled passenger flights daily give adequate travel coverage. . . . But, for sales coverage, of this market area, remember the 156,908 buying families. Many of them tune regularly to shows on WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

HUDDLE SYSTEM *(Fort Wayne Style)*

Maybe you've wondered how WOWO, the Westinghouse station in Fort Wayne, manages to walk off with so many promotion and program awards. Maybe you've wondered how so many of WOWO's programs (both network and spot) turn in such striking *sales* performances.

It isn't done with mirrors, dear reader.

Usually it starts with a huddle. Bob Duffield, the station manager, gets together with program department.. promotion department.. sales.. publicity.. technical.

Out of this and subsequent huddles comes a fistful of suggestions on how to give the program more listener-appeal.. more promotion.. more sales tie-ins. The advertiser gets the benefit of group thinking on his problem.. by a group with intimate knowledge of this rich tri-state market.

This system has produced substantial results for many, many advertisers.. large, small, and medium. It can do the same for you. We suggest a huddle with NBC Spot Sales.

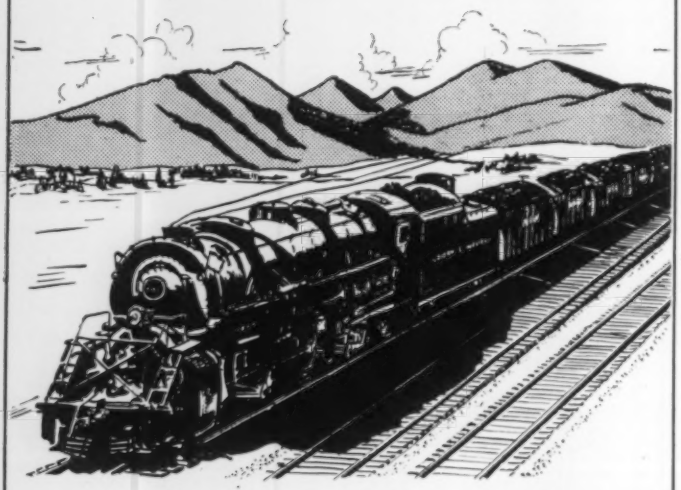
WOWO . . INDIANA'S MOST POWERFUL STATION . . AN ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • KYW KDKA KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

RAILROADING
is a Major Industry in the
MOUNTAIN EMPIRE



THOUSANDS OF NORFOLK & WESTERN AND VIRGINIAN EMPLOYEES ARE CONCENTRATED IN WDBJ'S COVERAGE AREA

The 21,678 employees of The Norfolk and Western Railroad (with General Offices and Main Shops in Roanoke) last year were paid $62,380,000. In coal alone, the N. & W. hauled 15 million tons through Roanoke, and loaded 44½ million tons along its lines. Other millions of tons were hauled by the Virginian Lines.

Thousands of these railroad people are consistently served by WDBJ which covers Roanoke and most of Southwest Virginia—a diversified market where sales are dependent on no single income group. Your advertising dollar will go a long, long way in this territory of 125,000 radio homes where actual year-round buying is considerably above the national average. Ask Free & Peters!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

GREAT MAGNIFYING power of 42-inch spherical mirror used in RCA's large-screen television projection system is illustrated by reflected image of clasped hands of W. W. Watts (l), vice president in charge of the RCA Engineering Products Dept., and Col. Nathan Levinson, head of Warner Bros.' engineering and technical research staff. Mirror is part of equipment being shipped by RCA to Warner's studio in Burbank, Calif., for use in cooperative large-screen video research program.

* * *

Large-Screen Video Research Program Planned Jointly by RCA, Warner Bros.

A JOINT PROGRAM of research on large-screen television will be undertaken by RCA's Victor Division and Warner Bros. Pictures Inc.—a step heralded by both RCA and the movie-producing firm as a significant one in the mass entertainment field.

Announcement of the signing of a contract for the research and experimental program, which it is predicted will be as important as the first efforts to put sound on film two decades ago, was made by Frank M. Folsom, executive vice president of RCA in charge of the RCA Victor Division, Harry M. Warner, president of Warner Bros. and Jack L. Warner, vice president in charge of production.

First elements of the new types of black-and-white large-screen television equipment developed by RCA Engineering Products Dept. in its Camden, N. J., plant are being shipped immediately to Warner Bros.' Burbank studio. Included in this equipment is a 42-inch spherical mirror with great magnifying power. Mirror, weighing 350 pounds, is ground to the precision of the finest telescope lens and is said to be the largest of its type in the country.

For the immediate future, at least, the experiments will be confined to black-and-white television, although RCA recently demonstrated color video reception on a screen 7½ ft. by 10 ft. [BROADCASTING, May 5].

RCA will provide technical and research information, as well as the assistance of engineering personnel and field engineers, under its contract with Warner Bros.

Col. Nathan Levinson, a pioneer in talking pictures who now heads Warner Bros.' engineering and technical research staff, has been assigned by the movie firm to direct the experimental program for Warner's.

'RADIO THEATRE' WINS TOP RATING IN CANADA

AMERICAN network programs rate in first ten most popular evening shows heard in Canada, according to the June national ratings report of Elliott-Haynes Ltd., Toronto, released July 10. *Radio Theatre* tops the list with rating of 31.5, followed by *Fibber McGee and Molly* 28.2, Alex Templeton 25.0, *Ozzie and Harriet* 24.5, Fred Allen 24.5, *Meet Corliss Archer* 17.0, *Album of Familiar Music* 15.6, *Big Town* 15.5, *Take It or Leave It* 15.5 and Bob Hope 15.4.

First five daytime English-language programs in June were *Ma Perkins* 15.1, *Big Sister* 15.1, *Lucy Linton* 14.1, *Road of Life* 14.0 and *Pepper Young's Family* 13.8.

On French language listening in June leading evening programs were *Un Homme et Son Peche* 36.2, *Radio Carabins* 27.9, *Cafe Concert* 27.4, *Metropole* 27.4 and *Qui Suis-Je* 25.0. Leading daytime programs were *Rue Principale* 26.7, *Jeunesse Doree* 26.4.

'Firsts' Added

THREE 'FIRSTS' were claimed last week by the RCA Victor-Allied Stores Television Caravan at Grand Rapids, Mich., according to Louis A. Sposa, tour director. He said Grand Rapids not only was presented its first studio and remote television, but the first remote work was done by the Caravan. The Grand Rapids exhibition was staged in conjunction with Herpolsheimer's Dept. Store.

What! Eat Milkweed?

Yes, and like it too. Furthermore, there are twelve other delicious edible greens that grow wild in the Great Northeast, according to the Brooks.

It's astonishing what a listener can learn from Martha and David. About food, of course. And also about life in Korea, man-made snowstorms, habits of bears, keeping pet crickets—not to mention Brooks' "Fearless Weather Forecast" (just in case you don't like the weather Bureau's advice). The unusual is usual between 9:30 and 10:00 each weekday morning at WGY.

That's why dials are turned regularly to 810 for "BREAKFAST WITH THE BROOKS." Small wonder an advertiser recently wrote: "Your program has outpulled any three of the best stations combined that we have used the past month!"

★Get complete details on this low-cost participation show today! Let it do a selling job for YOU. Contact WGY or your nearest NBC Spot Sales Office.

GENERAL ELECTRIC

50,000 WATTS — NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES

MORE POWER
TO YOU
IN CLEVELAND!
Free-Speech Mike

WGAR

NOW

50,000

WATTS

The Friendly Station • Cleveland

Edward Petry & Company • National Representatives

Dr. Tyler to Coordinate Radio at Ohio State U.

DR. I. KEITH TYLER, direcor of the Institute for Education by Radio at Ohio State U., has been appointed coordinator of all radio instruction in the university. In his new capacity, he will correlate the offerings of almost half a dozen OSU departments which work in the field, according to President Howard L. Bevis. Dr. Tyler has been director of radio education at OSU.

A professor in the OSU Bureau of Educational Research Dr. Tyler will be aided in his new job as coordinator by an advisory committee representing the major areas of the university which offer radio training. Courses in radio are now given in the departments or schools of journalism, speech, education, music and business organization. University station, WOSU Columbus, also will come under Dr. Tyler.

"FAVORITE STORY" series featuring Ronald Colman will be heard for 52 weeks over KTUL Tulsa and KOMA Oklahoma City under terms of Class A half-hour contract for which arrangements were completed by group shown above. L to r: Tom P. McDermott, owner of Tom P. McDermott Inc.; L. A. (Bud) Blust Jr., KTUL sales manager; W. F. Shoemaker, account executive, Frederic W. Ziv Co.; Pete White, account executive, J. Burr Gibbons Advertising Agency; Walter Engard (seated), head of appliance division, Tom P. McDermott Inc.

. . . with a HOOPER of 11.2*

"CHOW TIME"

is HIGH TIME in WICHITA

Noon to 12:30 is a genuine "High Hooper" with the KFH Ark Valley Boys on "CHOW TIME." The show has fun . . . music . . . news . . . everything their huge audience likes.

The "boys" have been building a KFH audience since 1939. For the past nine years, they've been a feature attraction at the Kansas State Fair, and their special appearances and dance engagements have won them thousands of additional friends. Everybody loves 'em . . . and their sponsors, too.

Sold on a half or quarter-hour strip basis. See any Petry office.

*Winter-Spring, 1946, 1947

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

New Program Director, Others Named at WFAA

SEVERAL staff changes have just taken place at WFAA Dallas, including the naming of a new program director, Louis Jackobson. Prior to Mr. Jackobson's appointment, Hal Thompson, program supervisor, had been acting as program director. Mr. Jackobson has been in radio for over ten years, with J. Walter Thompson Co., Chicago, WPEN Philadelphia, WLW Cincinnati and WGN Chicago, where he directed the *Chicago Theatre of the Air.*

Sidney Pietsch, former managing editor of *Scene* magazine, has joined WFAA as news editor. New continuity director, replacing Raymond C. Huffer, resigned, is Claudine French Shannon. She has written several NBC programs, and was also radio director and office manager of Grant Advertising Agency Dallas and Chicago offices. George Shapleigh, formerly with Pan American Airways, is in the newly-created position of merchandising manager. Marian Kate, formerly of the continuity department of WFAA, is now assistant to the program supervisor, replacing Bill Shapard, resigned. New publicity director, taking the place of Johnny Riddle, also resigned, is Raymond Huffer, of WFAA's continuity department. Mrs. Betty Balch, former assistant publicity director, has left the station to assist her photographer husband, and she is succeeded by Virginia Bates, of the *Wichita Daily Times.*

NLRB Postpones Hearing On Charges Against NBC

A NATIONAL LABOR Relations Board hearing of charges brought by the Radio Guild, United Office and Professional Workers of America (CIO), against NBC for allegedly interfering with the organization of its employes last week was postponed to Sept. 2. The hearing had been set for July 14.

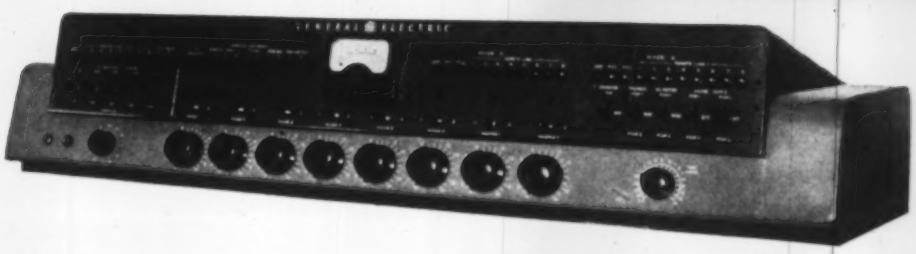
The union alleged that the network interfered with the organization of its employes in the guest relations department and also that the company discriminated against the promotion of one employe, Thomas McCullen, because of his asserted union activities.

WQXQ On Fulltime

WQXQ New York, the FM affiliate of WQXR, the *New York Times* station, went into full time operation July 15 on its new frequency of 96.3 mc, Channel 242. All programs of WQXR from 9 a. m. to 12.05 a. m. are duplicated on the new FM band. As a service to owners of older FM sets WQXQ for the present will continue to broadcast on the former FM band at 45.9 mc on the same full time schedule. Up to now WQXQ has been broadcasting daily from 5 p. m. to midnight.

On the job

THE CONSOLETTE...



Here—at **WFBL-FM**—another General Electric Consolette is on the job.

Outstanding performance and unmatched styling help WFBL-FM and scores of other broadcasters decide on General Electric broadcast equipment.

Operators like its simplified switching—visitors are impressed by its smart modern appearance.

COMPLETE studio facilities are provided by General Electric's two-studio Consolette—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price every station can afford.

Here is an outstanding control unit that contains all the amplifiers and controls needed for split-second control of two studios, an announce booth, two turntables, and eight remote lines. Two program amplifiers give maximum operating flexibility and program protection.

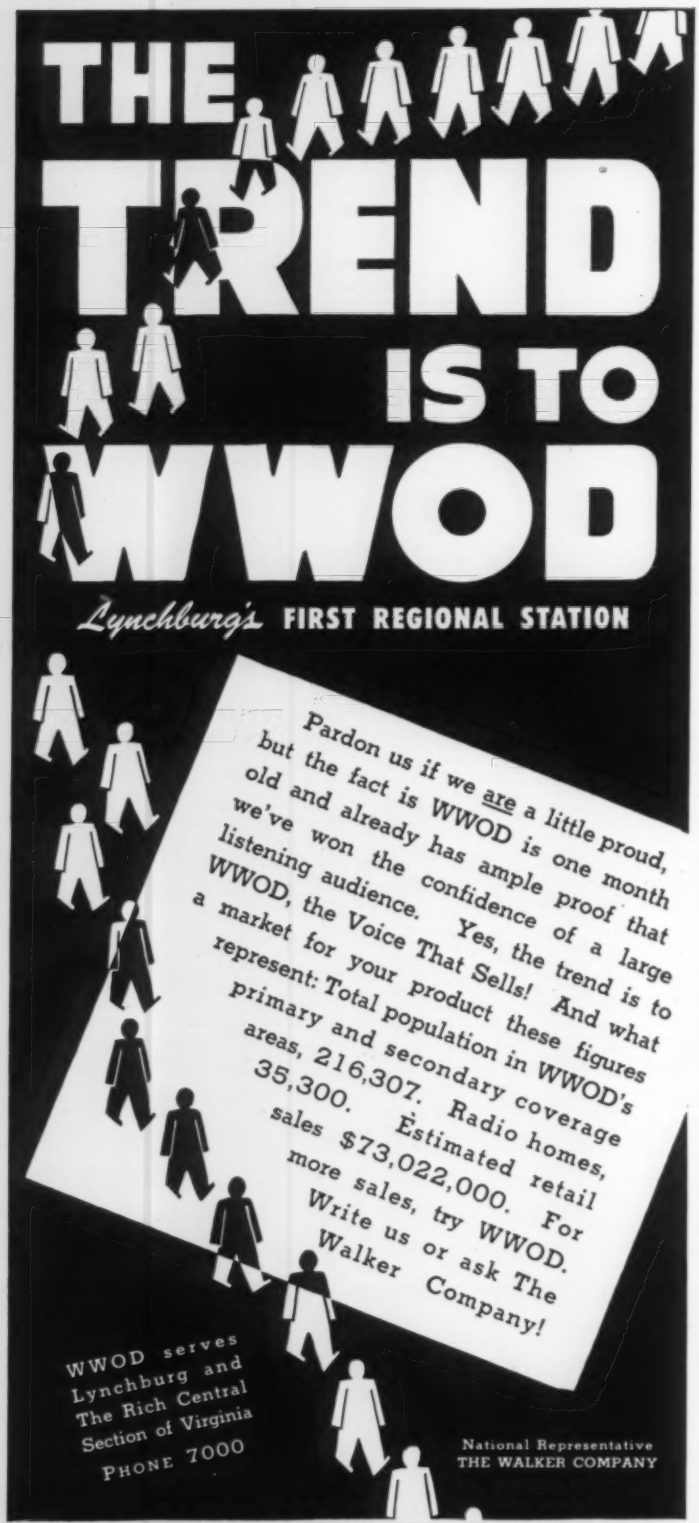
A reliable push-button system and simplified switching, careful arrangement of controls, and a correctly sloped panel combine new operating ease and operator comfort unmatched by other consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

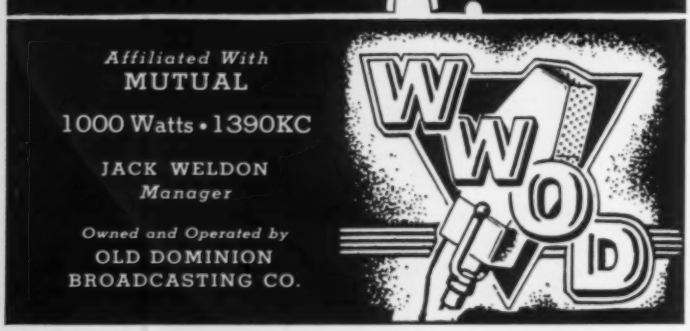
Ask your nearest General Electric broadcast sales office for complete information, or write: *General Electric Company, Electronics Department, Syracuse 1, New York.*

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-FS-6914


THE TREND IS TO WWOD
Lynchburg's FIRST REGIONAL STATION
Pardon us if we are a little proud, but the fact is WWOD is one month old and already has ample proof that we've won the confidence of a large listening audience. Yes, the trend is to WWOD, the Voice That Sells! And what a market for your product these figures represent: Total population in WWOD's primary and secondary coverage areas, 216,307. Radio homes, 35,300. Estimated retail sales $73,022,000. For more sales, try WWOD. Write us or ask The Walker Company!
WWOD serves Lynchburg and The Rich Central Section of Virginia
PHONE 7000
National Representative THE WALKER COMPANY



Top Honors in Fire Awards Go to WTIC

Other Outlets Are Also Cited For Safety Measures

IN RECOGNITION of outstanding public service in educating the public in fire prevention and safety measures, the National Board of Fire Underwriters last Thursday awarded gold medals to WTIC Hartford, the *Chicago Sun* and the *Moberly* (Mo.) *Message*.

Grand winner among radio stations, WTIC was cited "For its consistent year-round effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming."

Among stations, honorable mention went to WGN Chicago for its ". . . efforts to encourage fire safety on farms, in cities, and in industries, and for its cooperation with and assistance to fire departments."

WPTF Raleigh, N. C., was cited for the "excellence of its campaign to educate school children and householders in fire safety and for stimulating interest of Boy Scouts in community safety."

WHO Des Moines received honorable mention especially for its ". . . statewide fire safety contest for school children." For "encouraging fire safety on farms," WLS Chicago was also awarded honorable mention.

Other Awards

Judges cited WOWO Fort Wayne, Ind., for "special distinction . . . as evidenced by its special broadcasts for Fire Prevention Week by helping to raise funds for fire-fighting equipment, and for its excellent public service program throughout the year."

WFNC Fayetteville, N. C., received its award "For special distinction as evidenced by its month-long campaign at the time of Fire Prevention Week to promote community fire safety, cooperating with civic clubs, schools and Boy Scouts."

Radio judges were Edgar Kobak, Mutual president and chairman of the organizing committee of the Broadcasters' Advisory Council; George Rosen, radio editor of *Variety;* and Arthur Stringer, NAB director of special services.

Transmitter for WTVR Delivered in Richmond

RICHMOND, VA. will have television by late 1947 or early 1948 according to Wilbur M. Havens, owner and general manager of WMBG, WCOD-FM and the new WTVR (Television-Richmond).

The arrival last week of WTVR's transmitter equipment prompted the announcement by Mr. Havens, who said he was proud to be "the first Virginia radio station owner to bring this latest development in electronics to the Old Dominion."

BEVERLY HILLS club party was given by CBS for Borden's and Kenyon & Eckhardt, sponsor and agency respectively for *Arthur's Place* on the occasion of its broadcast. Shown, l to r: Arthur Moore, former K & E producer, who plays title role; William Lewis, K & E vice president, and Don Thornburgh, CBS vice president in charge of Western Division.

AAW Confers An Award On KPO San Francisco

THE ADVERTISING Assn. of the West July 16 presented KPO San Francisco an award for "distinguished service to advertising and business in interpreting the American way of life." The award went to KPO for its *News in Advertising*, weekly on the NBC Pacific network.

The certificate of award was presented by N. M. McCready, director of sales of Foster and Kleiser Co. and member of the Association's Awards Committee and Russell Z. Eller, advertising manager of California Fruit Growers Exchange and president-elect of the AAW. John W. Elwood, KPO general manager, creator of the program, accepted the award at a joint meeting of the San Francisco Chamber of Commerce and the Advertising Club of San Francisco.

News in Advertising was created in 1943. It is devoted to news that appears in paid advertisements in national magazines, newspapers, radio and other media.

HERSHEY BITES

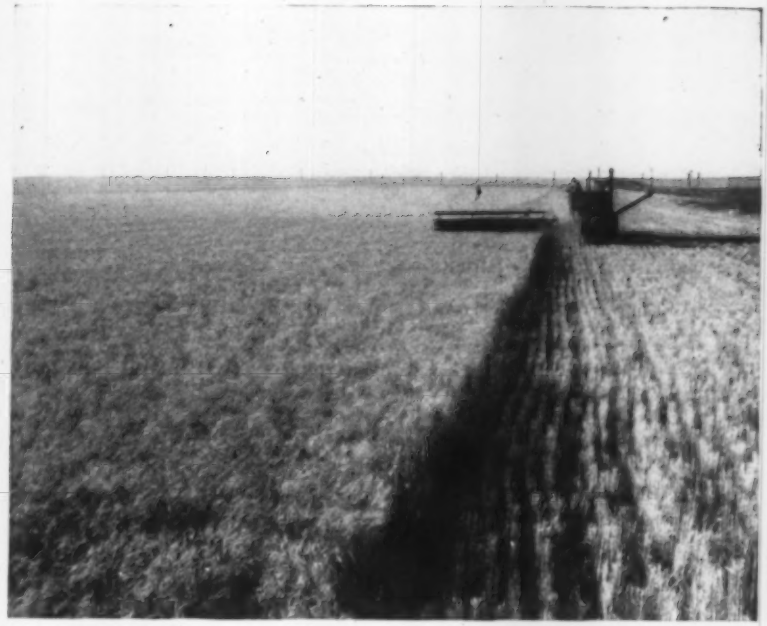
Chocolate Firm Has First Show on WLBR

TRADITION has been broken—and successfully—in Hershey, Pa. The Hershey Estates, manufacturers of Hershey chocolate, and longtime believer in a very minimum of advertising, now have a 45-minute amateur jamboree program on WLBR in nearby Lebanon. First radio timesalesman to put Hershey Estates on the air, according to the station, is Frank Short.

The new program is being used to advertise the Hershey amusement park, located in the town built and operated by the chocolate firm. Attendance has increased at a rapid rate, and much good talent is being discovered. Prizes include radios, pen and pencil sets, electric clocks and other appliances.

Amarillo . .

One of the 5 Major Texas Markets



Right Now WHEAT *MONEY*

is making cash registers play a steady tune!

This year's wheat crop for the Texas Panhandle is estimated at 112,000,000 bushels, setting an all-time high for production in this area and an income of over $200,000,000!

KFDA SEPARATES THE "CHAFF" FROM THE "WHEAT"

Make just three comparisons—coverage, cost and audience ratings—and you will readily see that KFDA is the buy in this great wheat producing empire. KFDA reaches the farming audience with market reports, weather reports and general farm entertainment and information and covers the populated area of the Panhandle thoroughly. Availabilities on request or ask a John E. Pearson man.

• For BMB AND OTHER INFORMATION—WRITE HOWARD ROBERSON, MANAGER

KFDA
A NUNN STATION

Amarillo, Texas

Nunn Stations: KFDA, Amarillo, Tex.; WLAP, Lexington, Ky.; WBIR, Knoxville, Tenn.; WMOB, Mobile, Ala.; WCMI, Ashland, Ky.-Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON COMPANY

Gets Around

THOUGH WGN, Chicago Mutual station, does not carry the transcribed *Veteran Wants to Know*, the station does transcribe it for other stations as a public service. Originally aired Sundays on Mutual, the series is picked up from WGN for delayed broadcast the same day over WCFL, Chicago ABC outlet. Then the disc is shipped to WGES Chicago, 5 kw independent, which presents it Wednesday. From there it goes to WFHR Wisconsin Rapids, Wis., where it is heard the following Saturday. In addition, the series is heard over 137 MBS stations.

Mothproofing Firm Executive Proposes To Organize Small Station Association

FORMATION of a new association of small, independent stations is suggested in a circular letter to some 900 stations in the up-to-1 kw-unlimited and up-to-5 kw-daytime categories by J. Mark Kerans, treasurer of Mothimune Laboratories Corp., Durham, N. C., an industrial mothproofing concern.

Mr. Kerans, resident of a Washington, D. C., suburb, admitted last week that he had no radio connections, but said he had talked with some of the "smaller fellows" and had offered to donate his services to test the sentiment among small stations concerning the proposal. His circular letter, dated July 3, explained also that Hobart G. Stephenson, owner and general manager of WCNT Centralia, Ill., and "several others" had asked him to ascertain the views of the industry concerning establishment of such an association.

Mr. Kearns said he had not talked with anyone at NAB before sending out his letter. At NAB the reaction—for the moment, at least—was "no comment." A. D. Willard, NAB executive vice president, said the Kerans proposal probably would be taken up by the Small Markets Committee at its next meeting.

Serving in an advisory capacity on matters of common interest to its members but not participating in individual cases, Mr. Kerans said, the proposed association could set up a panel of attorneys from the Federal Communications Bar Assn. to advise on legal matters and a similar panel of engineers to advise on engineering matters. A board of governors, elected by stations belonging to the association, would be charged with determining policy and laying down a program.

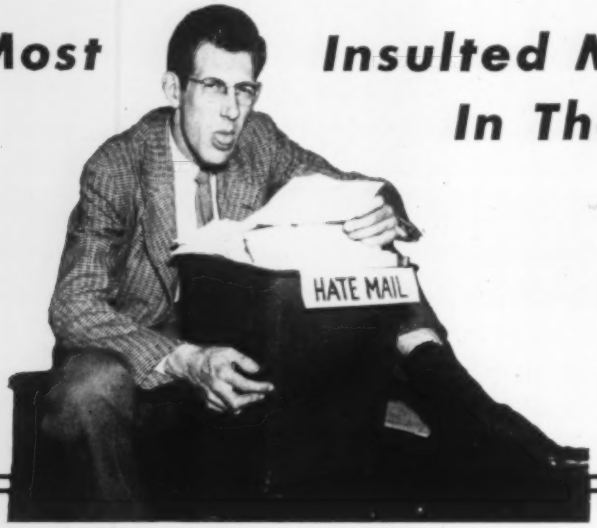
Annual membership dues proposed in the circular were set at $425, but Mr. Kerans said $100 to $125 a year would be sufficient if 150 to 180 stations would join, so that approximately $20,000 would be assured to start the association's activities.

Headquarters in D. C.

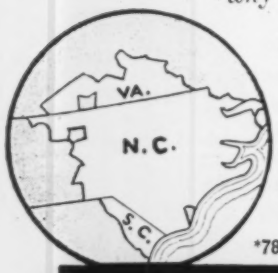
Mr. Kerans believes such an association should employ an executive secretary, with headquarters in Washington, D. C., to do liaison work and handle administrative duties and should also employ a man versed in publicity matters. He suggests that the association might send out to its members a weekly mimeographed news letter and a monthly eight-page "slick paper" magazine.

Currently the Regional Broadcasters Committee is representing regional stations, which fall within the catgeories of stations to which Mr. Kerans' circular letter was mailed. Several attempts have been made in the past to organize associations such as that proposed by Mr. Kerans, but have met with little success. Mr. Kerans says that early replies to his proposal, most of them from the eastern part of the United States, have been largely favorable.

The Most Insulted Man In The South . .



Sam Beard doesn't get fan mail. He gets "hate mail" . . . hundreds of 'em every day. He is the most insulted man in the South. That's all right with Sam. Every night on his late hour MOON GLOW disc show he tells his listeners they are a bunch of jerks. The result . . . nobody knows why . . . is one of Dixie's most popular programs.



Sam Beard and his MOON GLOW records and mumblings are now available for sponsorship in 15-minute strips. If you sell a product for the teen, college or frisky forty agers, we recommend him. Audition disc, listenership proof, and market data available upon request.

*78 counties with 50-100% BMB penetration

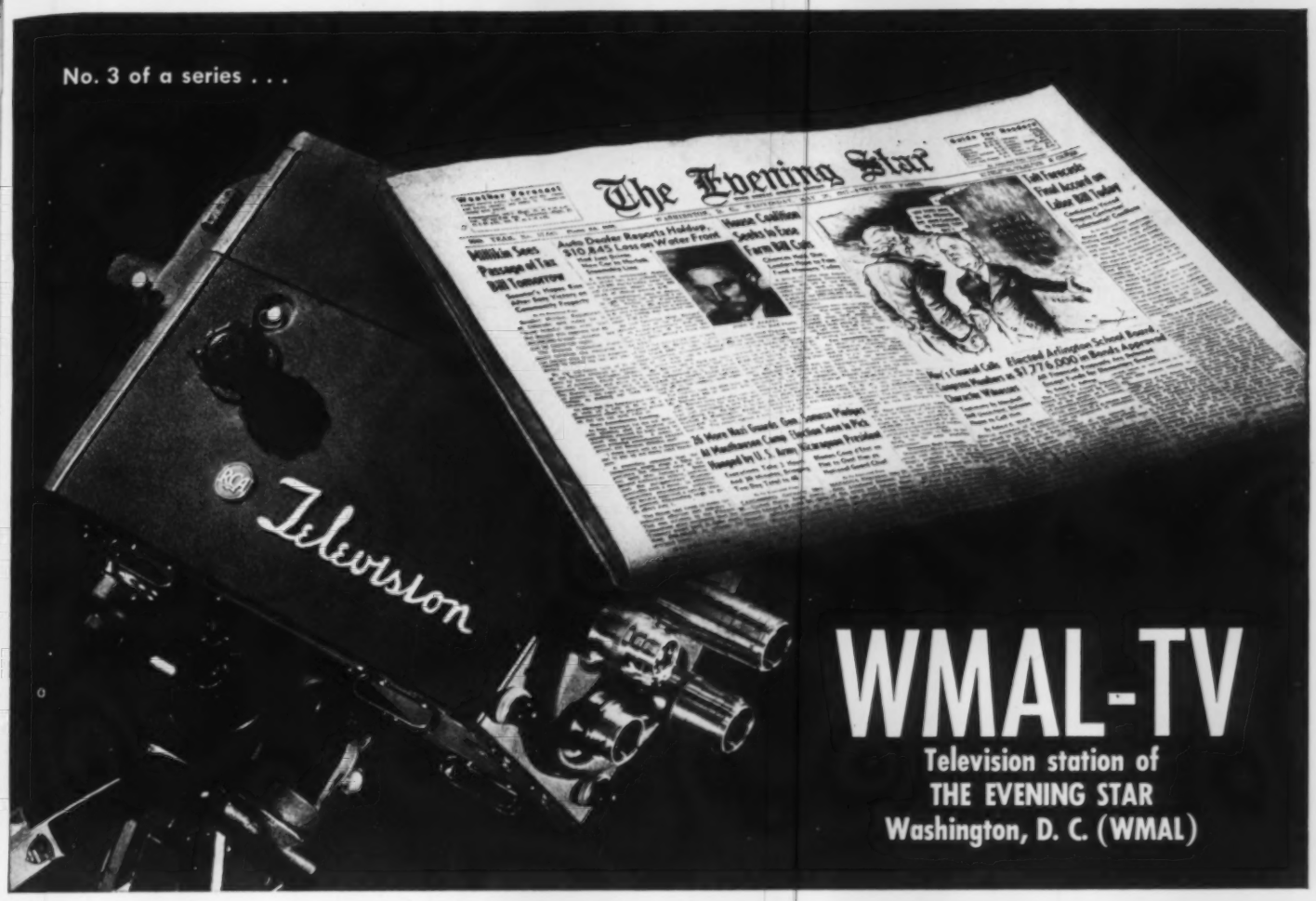
WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Rule Notice

NOTICE has been given by FCC of proposed rule making in matter of amendment of Sec. 5.21 of Part 5 of the Commission's rules and regulations governing experimental radio services. The change would conform with frequency allocations made by FCC's final reports of July 19, 1946, and March 20, 1947. Interested parties may file on or before July 23.

FOOTBALL GAMES of Baltimore Colts (All-American Conference) next fall will be broadcast by Ted Husing (l), veteran sportscaster and formerly director of sports for CBS, under sponsorship of Gunther Brewing Co., Baltimore. Here Mr. Husing completes arrangements for broadcasts with Colts' owner, Bob Rodenburg (center), and Bill Lyddan, account executive of Booth, Vickery & Schwinn, New York-Baltimore agency handling transaction.

No. 3 of a series . . .



WMAL-TV

Television station of
THE EVENING STAR
Washington, D. C. (WMAL)

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

To gain valuable operating experience prior to on-the-air service, WMAL for many months has been using RCA image-orthicon field equipment for experimental pick-ups.

WITHIN THE NEXT FEW MONTHS WMAL-TV, *The Evening Star's* new television station in Washington, D. C., will go on the air with a regular program schedule.

This station will telecast on Channel 7 (174 to 180 megacycles) using a new 5-kilowatt RCA transmitter—the first unit to be built for the higher commercial frequencies.

Other RCA equipment includes input and monitoring equipment, three image-orthicon cameras and associated field equipment for remote pick-ups, 16mm projectors and film cameras for telecasting sound films, and a six-bay high-gain, wide-band, Super Turnstile antenna.

Plans also call for the installation of a two-section RCA Pylon antenna for this newspaper's FM station, WMAL-FM. The Super Turnstile will be mounted atop the Pylon. By using RCA's recently announced diplexing system, it will be possible to broadcast FM and television picture and sound simultaneously from the same compact antenna system.

The Evening Star (WMAL) is one of the many leading newspapers and top broadcasters to select *television by RCA.* Everything needed to start your station is now in quantity production. Let us know your television plans *now* to assure early delivery of equipment. Write Department 18-G-3, RCA, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

We aren't s-t-r-e-t-c-h-i-n-g it one bit

When we tell you that . . .

WMC is first in audience—Hooper after Hooper shows WMC convincingly first in Memphis' Billion-Dollar market of 684,460 radio homes!

WMC is first in programming—top NBC and high Hoopered local and regional shows!

WMC is first in results—just ask our clients.

Brother, we aren't stretching it one bit. Give us an opportunity and we'll prove it!

WMC

"the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

Radio Week Promotion Plans Laid Out by RMA Committee

RMA ADVERTISING Committee, meeting in special session in Chicago last week, gave final approval and polish to its comprehensive workbook for National Radio Week.

Workbook, embracing 32 pages in two colors, is expected to be distributed to approximately 30,000 dealers and radio broadcasters throughout the country some time prior to the NAB convention in Atlantic City, N. J., Sept. 15-18. In addition, the committee approved use of some 120,000 three-color posters of four varieties for similar distribution.

W. B. McGill, of Westinghouse Radio Stations Inc., Philadelphia, in charge of the special session, also revealed that the committee had discussed the promotional possibilities of a contest plan, yet to be submitted to RMA as a whole, which would be sponsored by women broadcasters from country at large. Contest, which would offer a grand prize in addition to several individual ones, would embrace all 17 of NAB districts. RMA approved an appropriation of $20,000 during its convention in Chicago last month, for promotion of National Radio Week, with the Advertising Committee, as well as NAB, already assured of cooperation of all broadcasters, retail trade groups, and television and radio sponsors.

Objective of current $50,000 "Radio in Every Room" sales promotion campaign, with its "A Radio for Everyone" slogan keynoting the drive, is to achieve that goal by stressing the underlying theme of a radio for every member of the family as an individual possession. A slide film, "Let's Get Personal," approved by the committee during the RMA convention in Chicago last month, is currently being made available for use by member companies for sales training purposes.

In addition, approximately 3,000 radio store buyers from coast to coast have been notified through their New York representatives that this film, a 35 mm slide unit, may be borrowed for use. A number of large associations in allied industry have already begun to cooperate, including the National Retail Furniture Assn., National Retail Dry Goods Assn., and the National Assn. of Music Merchants. The NAB itself passed a resolution endorsing the program and promising to take an active part.

THOMASCOLOR
Brochure Illustrates Various Uses of New Color System

LARGE, COLORFUL brochure issued last week graphically explains various uses of Thomascolor, described by its inventor, Richard Thomas, as "a new and revolutionary system that makes brilliant full-color photography as easy, fast, economical and permanent as black-and-white."

Thomascolor was first demonstrated for the trade at last year's NAB convention [BROADCASTING, Oct. 28, 1946]. Now, as then, universal adoption of color in television awaits the perfection of a satisfactory all-electronic method of transmitting it. Thomascolor, however, is adaptable to existing methods, according to the inventor and those who witnessed last year's demonstration. The folder explains further how Thomascolor equipped cameras can be used to cover spot news events and then processed in less than an hour for presentation on regular news periods.

In addition to the section on television, the brochure explains with pictures and diagrams how Thomascolor can be used in theatrical films, newsreels, special purpose films, amateur movies, commercial, advertising and newspaper photography, graphic arts, microphotography, scientific, medical, aerial and night club photography, visual aids and educational slidefilms.

THREE MILLION RADIOS IS 1947 PHILCO GOAL

PHILCO Corporation is shooting for the 3,000,000 mark in its production of radio and television receiver sets for 1947, Harold R. Sheer, vice president of all Philco branches, disclosed this week in Chicago, as the corporation displayed 34 new Philco radio models during the furniture convention.

Declaring that such a goal, if attained, would mean about $160,000,000 worth of total business for the year, Mr. Sheer said the outlook portended an increased advertising budget which might well reach $7,500,000. Use of radio will play an important part in campaign, Mr. Sheer stated.

At the furniture show, 12 of Philco's 34 new models are both AM-FM. Also displayed by Philco was a larger-than-ordinary television set with a 15" by 20" screen which, according to the corporation, brings better vision to television receiver audiences at greater distances. Set is being sold, however, only in eastern states at present.

TBA Approves

TELEVISION BROADCASTERS Assn. engineering committee has given a passing grade to the master antenna system of Telicon Intra-Video Corp. which the committee recently inspected [BROADCASTING, June 30]. Committee reported that it feels "the approach to the problem is fundamentally correct and it understands that a similar approach is being used by other manufacturers who are also developing apartment house antenna distribution equipment."

Only ONE other station can claim more listeners in the Cincinnati area than . . . . . WCPO

From
C. E. HOOPER
Look!

June 1947 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
Total Rated Time Periods	**21.5**	**13.5**	**20.4**	**28.8**	**15.3**

June 1947 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
From C. E. Hooper — *FIRST* in Cincinnati on week-ends.					
Sunday Afternoon 12:00 n. - 6:00 p. m.	**50.3**	**12.4**	**11.4**	**14.5**	**11.4**
Saturday Daytime 8:00 a. m - 6:00 p. m.	**26.6**	**15.3**	**25.2**	**25.7**	**7.2**
From C. E. Hooper — right in front all evening.					
Evening Sunday thru Saturday 6:00 p. m. - 10.30 p. m.	**16.8**	**12.5**	**23.3**	**32.5**	**14.0**
From C. E. Hooper — look at this!					
Weekday Afternoons Monday thrus Friday 12:00 n. - 6:00 p. m.	**22.1**	**11.5**	**16.7**	**30.1**	**19.2**
Weekday Mornings Mon. thru Fri. - 8 a.m. - 12 n.	**16.5**	**19.5**	**20.9**	**25.3**	**17.6**
From C. E. Hooper — why WCPO speaks for itself!					
TOTAL RATED TIME PERIODS	**21.5**	**13.5**	**20.4**	**28.8**	**15.3**

Represented by THE BRANHAM CO.

WCPO

Affiliated with THE CINCINNATI POST

Mrs. Sarnoff Will Make Radio Appearance Today

A RARE RADIO appearance will be made by Mrs. David Sarnoff, wife of the president and chairman of the board of RCA, today (July 21) on the *Betty Crocker Magazine of the Air*, ABC at 10:25 a.m.

Mrs. Sarnoff will answer a *Life* article, "American Woman's Dilemma," by pointing out the constructive careers which women may pursue.

Labor Bill Signed

UNION members are forbidden to refrain from working during labor disputes involving jurisdictional issues as result of Rich bill signed by California Gov. Earl Warren last week. Despite strong union opposition, measure aimed primarily at current movie situation has broader application where jurisdictional question arises.

FM EDUCATIONAL NETWORKS

FCC Reports 23 of the States Have Indicated Interest in Statewide Hookups

TWENTY-THREE states have indicated an active interest in the establishment of statewide FM educational networks, according to an FCC report issued last week. The report is based on response to letters addressed by the Commission to state education officials.

Planning has reached the legislative stage in California, Pennsylvania, South Carolina, Virginia and Wisconsin, the report stated, adding that planning committees are active in Georgia, Illinois, Kentucky, Louisiana, Michigan and Texas. FCC said other states which have indicated interest are Alabama, Iowa, Ohio, Oklahoma, Mississippi, Missouri, New York and Tennessee. The Commission said that the U. S. Office of Education reports some planning also in Indiana, Maryland, Montana and New Jersey.

As of July 15, six noncommercial educational FM stations held licenses and 32 construction permits were outstanding. Nine stations were on the air on that date. The assignments of the CP holders were given in BROADCASTING, June 23.

Iowa State College of Agriculture and Mechanical Arts, licensee of WOI Ames, Iowa, AM outlet, is permittee for a noncommercial television station. It has FM request pending.

Schools and colleges today operate 32 AM outlets of which 12 are commercial. Eight commercial FM stations are authorized to educational institutions.

3⅓ bill rs

Routing Slip
HARLOW PACKING CO.
Advertising Dept.
From: D. E. Richards
To: Robt. Cole Advtg. Agency
Attn: Mr. Cole

Bob Our West Div. Sales Mgr. is crying his eyes out for some advtg. support on soups in No. Calif. This KQW looks like a good deal for a spot campaign
D.E.R.

That's a lot of dough. Harlow Soups should be getting more of it!

Yes, 3⅓ billion dollars, that's 72% of Northern California's effective buying income.

Columbia audience good!

ONE COLUMBIA STATION SERVES THEM ALL!

KQW is the only Columbia station serving this important 14 county San Francisco-Oakland Bay Area Market.

KQW for Columbia delivers this rich compact area ... at low cost.

Important. We haven't too much money to spend.

Pacific Agricultural Foundation, Ltd.
San Jose, California

KQW

740 on your dial
San Francisco Studios
Palace Hotel

Let's huddle with the Petry man and get some facts & figures.

EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.

Phillips Is to Direct Du Mont Video Net

Was Executive Vice President Of USO-Camp Shows

LARWENCE PHILLIPS, for the past six years executive vice president of USO-Camp Shows, has joined Allen B. Du Mont Labs as director of the Du Mont Television Network. Presently including two Du Mont owned stations, WABD New York and WTTG Washington, the network will ultimately include video outlets in Pittsburgh, where the company has been granted a construction permit, and, it is hoped in Cleveland and Cincinnati, where Du Mont applications are awaiting FCC action. Plans also call for the addition of independently owned affiliates across the country as inter-connecting facilities are extended.

Mr. Phillips

Appointment of Mr. Phillips as network head segregates this phase of the Du Mont operations and permits Leonard F. Cramer, executive vice president who for some time has supervised these activities, to devote himself primarily again to the manufacturing end of the business.

For many years engaged in manufacturing, Mr. Phillips resigned the presidency of Valspar Corp. in 1935 to set up his own business as management consultant. In 1941 he was "drafted" by a group of civic leaders to help organize live entertainment for the armed forces and for the past six years he has administered the production and operation of more than 1500 live shows playing throughout the world, giving more than 400,000 performances to a total audience of 225,000,000.

Patten Named Assistant To President of Du Mont

REAR ADMIRAL Stanley F. Patten, USN (Ret.), former naval communications officer, has been appointed administrative assistant to the president of Du Mont Laboratories.

Admiral Patten served during the war as commanding officer of the *Rocky Mount*, amphibious command flagship in the Pacific, and as communications officer of the 13th naval district, Seattle. He retired from the service last Jan. 1.

He will carry out administrative, liaison and general organizational duties with Du Mont at the company's Clifton, N. J. plant.

CKOV Kelowna, B. C., for sixth consecutive year gave scholarships to top pupils in Okanagan school zone areas. Three prizes of $75 each were presented to students of three school districts.

Another "FIRST" *for Western Electric*

NEW Arc-Back Indicator in Western Electric FM Transmitters spots faulty mercury vapor rectifier tube surely . . . instantly!

Arc-backs in mercury vapor rectifier tubes are rare—but when one occurs it is *essential* that you locate the faulty tube *at once.*

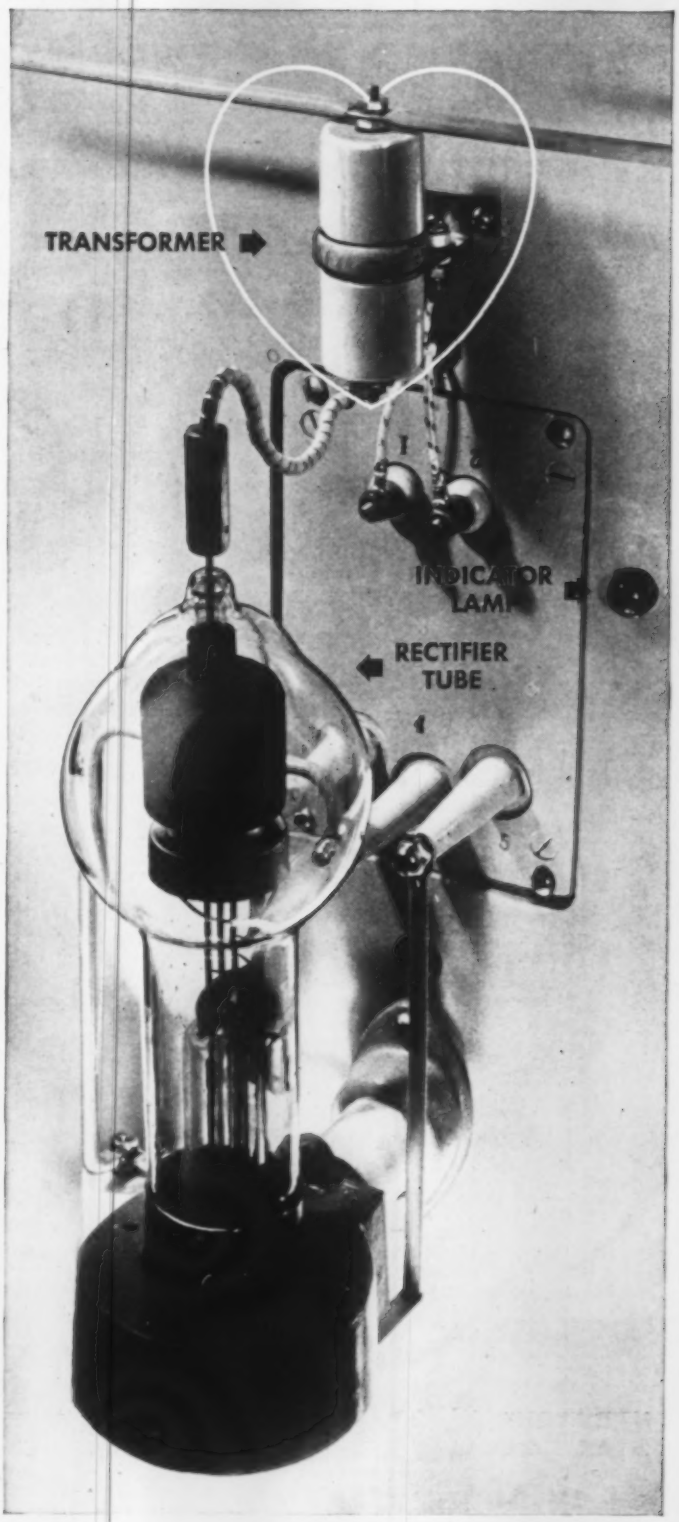
And that is exactly the function of the new Arc-Back Indicator, an exclusive feature of Western Electric FM Transmitters of 10 kw and higher powers.

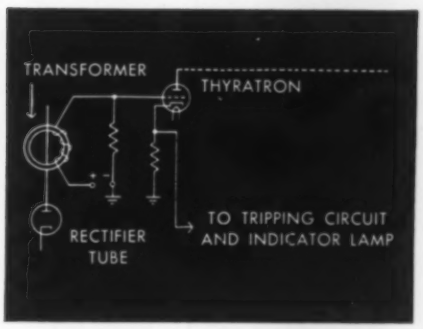
Gone is the uncertainty as to which tube is at fault, for the Arc-Back Indicator shows you *instantly* . . . enables you to get back on the air in a fraction of the usual time.

The new Indicator is only one of the *major* features which put Western Electric FM Transmitters in a class by themselves. The Power and Impedance Monitor—which gives an accurate, direct measurement of the actual RF power fed to the antenna system and, in addition, a method of measuring standing wave ratio under full power output—is another. The Frequency Watchman for precise, dependable frequency control is a third.

Investigate Western Electric before you buy any FM transmitter. The Western Electric line ranges from 250 watts to 50 kw in power. Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., for full information.

— QUALITY COUNTS —





Western Electric — Distributed by GraybaR — OFFICES IN 95 PRINCIPAL CITIES

Heart of the new and exclusive Arc-Back Indicator circuit is a saturated toroidal transformer which responds only to reverse current in its associated rectifier tube. When an arc-back occurs, the voltage from the transformer fires a small thyratron tube which removes high voltage and lights the proper indicator lamp, visible through the glass front door of the TRANSVIEW design transmitter. In case of a string of "sympathetic" arc-backs, only *one* indicator lamp is fired—the one associated with the rectifier in which the *original* arc-back occurred.

Everybody in the

ROCHESTER

(MINNESOTA'S INTERNATIONAL)

MARKET

listens to

KROC

The Triple Market!

International, Metropolitan and Rural

1 350,000 International visitors from all parts of the world visit Rochester every year . . . stay on the average of eight days and spend $6.00 daily, thereby adding $16,800,000 annually to the retail sales of metropolitan Rochester.

2 34,000 able-to-buy consumers, who spend $35,815,000 annually, live and work in Rochester where some of the largest plants, hatcheries and canneries in the world are located. KROC is the only station they can get static-free.

3 87,200 rural consumers, who spend $82,211,000 annually, reside in the KROC primary coverage area . . . listen and respond to NBC's top stars and local interest programs.

256,453 persons reside in KROC's primary coverage area; 252,557 in the secondary; or a total of 509,010 . . . and you get a bonus of 350,000 visitors annually . . .

RESULT: $367,332,000 annual Retail Sales in the KROC Triple Market Area!

EVERYONE DIALS TO KROC

Established 1935

NBC Minnesota Network Northwest Network

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Company

BEN MILLER IS SLATED FOR NAB PROMOTION

BEN MILLER, currently assistant director of information at NAB, will become assistant director of NAB's program department as soon as a replacement has been named for him in the information department. Mr. Miller's promotion was announced last week by A. D. Willard Jr., NAB executive vice-president.

Mr. Miller

Mr. Miller has been with NAB since April 1946, joining the organization after 3½ years of Army service. While in the service, he spent over a year in the War Department Bureau of Public Relations and just prior to separation with the rank of captain, he was chief of the Radio Branch, Army Service Forces Group.

From 1933 to 1940 Mr. Miller was with Young & Rubicam where he served on the production staff of *We the People*. He resigned in 1940 and went with the newly-formed WPID Petersburg, Va. as program director. His next jump was to WGAC Augusta, Ga. a year and a half later, also as program director. He remained with WGAC until 1942 when he entered the Army. Since joining NAB in April of last year, he has been assistant director of information.

Ground Broken for New WJLB Studio and Tower

GROUND was broken last Monday for the new ultra-modern studios and transmitter tower for WJLB Detroit, with Mayor Edward Jeffries officiating. The 500-foot Truscon tower will be capable of carrying both an FM and television antenna, when these services are added. AM power will be 250 w, with a radiated power of 500 w. Construction costs are expected to total about $150,000, with studios designed for AM, FM and television facilities, according to John L. Booth, president of Booth Radio Stations Inc., station licensee.

Present at the ceremonies besides Mayor Jeffries were: Eric V. Hay, Booth vice president in charge of sales; Edward H. Clark, Booth vice president in charge of engineering; Harry Heilmann, who broadcasts Detroit Tiger baseball games over WJLB; Barnum Coolidge, advertising manager of Goebel Brewing Co., which sponsors the games on WJLB; Hugh Gray, WJLB station manager; Leonard Kamins, of Brooke, Smith, French & Dorrance agency; Richard Werner, of Werner Advertising Agency; Hal Trump, Fred M. Randall Advertising Agency; Robert Powell, of Powell Agency; and Robert L. Balfour, station manager of WBBC Flint, new Booth Stations' Mutual affiliate.

NAB Unit Is Given New Industry Code

Standards Group Meets Tomorrow To Examine Proposals

NAB Special Standards of Practice Committee will meet tomorrow (July 22) at NAB's Washington headquarters to discuss the new industry code of ethics which it plans to submit to the NAB board at the Atlantic City convention.

Originally, the full committee was divided into two subcommittees —one to work on general program standards and the other on commercial standards [BROADCASTING, April 7]. At a meeting of the full committee in New York several weeks ago, the subcommittees reported their recommendations and a new drafting committee was appointed to draw up a set of standards on the basis of the subcommittee reports. These proposed standards, in turn, will be considered by the full committee tomorrow.

To Attend Meeting

Attending the meeting will be Committee Chairman Robert D. Swezey, MBS vice president and general manager; Ken R. Dyke, NBC vice president; Gilson Gray, CBS; C. T. Lucy, WRVA Richmond, Va.; H. E. Fellows, WEEI Boston; George C. Biggar, WIBC Indianapolis; Walter Damm, WTMJ Milwaukee; Eugene Carr, Brush-Moore Stations; Roger W. Clipp, WFIL Philadelphia; John Outler, WSB Atlanta, and Harold Fair, NAB director of programs.

Two other committee members, Edgar Bill of WMBD Peoria, Ill., and Gayle Grubb of KGO San Francisco will be unable to attend.

NBC Chicago Newsmen Will Resume Wage Talks

NEGOTIATIONS for a new wage contract for Chicago NBC news writers, temporarily at an impasse, will be resumed around July 23, according to Ben Meyers, Chicago RWG attorney. Writers, whose contract with the network expired May 31, are seeking a pay level equal to that of New York writers, as well as the ironing out of other grievances.

Present level of Chicago NBC news writers is $235 a month, with no scale fees, Mr. Meyers said, for commercial programs for which writers supply news. The writers, he said, also are demanding a 10% increase after a year's employment, a provision contained in the former contract. He pointed out that New York news writers currently are making $330 a month, with provisions calling for an increase to $475 within two years of time writer is employed.

Some of the other Chicago grievances already have been resolved, Mr. Meyers stated. While present contract has expired, it automatically carries over until new one is signed, it was explained.

YOU MAY BE ABLE TO SPEAK 217 WORDS PER MINUTE*—

BUT... YOU'LL WASTE A LOT OF BREATH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

For your message to be effective it first must be heard. Broadcasts originating outside the Western Michigan area suffer from a *fading* condition that severely reduces reception here. That's one of the several good reasons why a much higher percent of listeners in this area tune in on "home" stations.

Their first choice is the WKZO and WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report shows that this combination attracts far more listeners than any other station, or, for that matter, any other *network* combination. And that goes for morning, afternoon and evening audiences (from 8 a.m. to 10 p.m.).

We'll be glad to send you the complete report, or if it's more convenient, just ask Avery-Knodel, Inc.

**Floyd Gibbons, the famous reporter, was clocked at this talking speed.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

VA Discs

LATEST series of 13 quarter-hour *Here's to Veterans* transcriptions is now in production, according to the Veterans Administration. Discs will be available to stations late in August for use during September, October and November. Format will be the same as those VA programs now on over 1,004 stations—capsule versions of network shows. This series will include the *Breakfast Club*, Eve Arden, Tex Beneke, King Cole Trio, Frances Langford, Alec Templeton, Woody Herman and Jack Paar, all of whom have donated their services.

GUEST SPEAKER on the first anniversary program, July 13, of "The Veteran Wants to Know" was Edgar Kobak, Mutual president. Series is broadcast sustaining over Mutual, presented by Veterans Administration, Sunday, 2:45 p.m. (EDST).

Full Cooperation With Radio Industry Urged by Auto Association Official

AN APPEAL for greater cooperation between industrial enterprises and the radio industry is voiced by Harry Cushing, head of radio for the public relations department of the Automobile Manufacturers Assn. in a recent booklet titled, "How To Work With Radio."

Citing the increasing use of radio by labor unions, Mr. Cushing emphasizes the pressing need for cooperation saying, "For industry in its public relations efforts to ignore the potentialities of radio broadcasting is like an athlete trying to play baseball with one arm."

Quoting from surveys made by Denver U., *Fortune* and others, Mr. Cushing points to the wide popularity of radio among the American people and offers industry some "do's" and "don'ts" to follow in its dealings with radio. In dealing with local stations, his suggestions are:

(1) Get news in early. For fair treatment, he says, news stories should be in the editor's hands so he can have it on the air with the earliest editions of the newspapers. Don't mail stories to stations so they arrive a day after the release date.

(2) Keep it short. Keep written material to a page or less, he says, for radio must cover the world in 15 minutes.

(3) Provide equal treatment at press conferences.

(4) Work on exclusive angles. Get together with station and plan special events.

(5) Let them see your plant. Invite radio people for visits to your factory to help them better understand your problems.

In the case of the networks, the same guideposts apply, says Mr. Cushing, plus the following:

Regarding the Networks

(1) If you've something to say—say it to radio too. Provide competent speakers for radio's many public service programs, for a common complaint of radio people, says Mr. Cushing, is that at the height of a news story, industrial leaders invariably reject radio's offer to speak, even though they accede to press invitations on the same topic.

(2) All important stories with a true national interest should be directed to several persons in every network. Basic list should include news director, news desk editor, public service editor, special feature department, educational department and editors of special news round-up programs.

Also important, says the author, is not to send reams of copy, for an item which gets a 30-second play is par for the course. Finally, he says, keep special events in mind, for the networks are always interested in them for their public interest value.

TV on Crimewave

FIRST THEFT of a television receiver has been marked in the books of Philadelphia police. Thieves forced open a side window in the taproom of William F. Ansel, Cottman and Torresdale Aves., stole quantities of liquor and beer and a television set to go with the drinks. The proprietor solemnly removed the "television" sign from his establishment until police can return his receiver or until he gets another.

Decision on Fees

FINAL DECISION on Canadian music copyright fees is expected to be handed down by the Canadian Copyright Appeal Board before end of July, following hearings which started at Ottawa on July 7. Canadian Assn. of Broadcasters, Composers, Authors, Publishers Assn. of Canada (CAPAC), and BMI Canada Ltd., filed agreement reached with the Appeal Board at first sittings. CAPAC and Canadian Broadcasting Corp. had not reached an agreement and argued their case before the board. Final arguments were scheduled for early last week. Board stated it would file its ruling on CAB agreement with CAPAC and BMI Canada Ltd., at same time that it filed a settlement of the CAPAC and CBC rate, and announced agreement by CBC with BMI Canada Ltd.

In Carrying Position: 23" w., 17½" h., 8" d.

R-MC AUTHORIZED STOCKING JOBBERS:
Albany, N. Y.—E. E. Taylor Co.
Allentown, Penna.—Radio Electric Service Co.
Asheville, N. C.—Freck Radio, Refrigeration & Supply Co.
Atlanta, Ga.—Specialty Dist. Co.
Augusta, Ga.—Prestwood Electronics Co.
Binghamton, N. Y.—Federal Radio Supply
Boston, Mass.—DeMambro Radio Co.
Boston, Mass.—Radio Wire Television Co.
Buffalo, N. Y.—Dymac Inc.
Charleston, S. C.—Radio Laboratories, Inc.
Chattanooga, Tenn.—W. B. Taylor Co.
Chicago, Ill.—Concord Radio Corp.
Chicago, Ill.—Tri-Par Sound Systems
Chicago, Ill.—Walker-Jimieson, Inc.
Chicago, Ill.—Newark Electric Co.
Los Angeles, Calif.—Radio Products Sales, Inc.
Los Angeles, Calif.—Radio Specialties Co.
Madison, Wisc.—Satterfield Radio Supply Co.
Milwaukee, Wisc.—Radio Parts Co., Inc.
Philadelphia, Penna.—Algene Radio and Sound Co.
Portland, Ore.—United Radio Supply
Quincy, Ill.—Gates Radio Co.
Roanoke, Va.—Leonard Electronics
Rochester, N. Y.—Rochester Radio Supply
San Diego, Calif.—Coast Electric Co.
San Francisco, Calif.—San Francisco Radio Supply Co.
Scranton, Penna.—Fred P. Pursell
Topeka, Kansas—John A. Costelow Co.
Tuckahoe, N. Y.—Electronicraft
Washington, D. C.—United States Recording Co.
Winston Salem, N. C.—Dalton Hege

R-MC TRANSCRIPTION PLAYER

MODEL TP-16C

(Patents Applied For)

TWO-SPEED—16-INCH, FULLY PORTABLE, COMPACT, LIGHTWEIGHT, EASY TO CARRY, LOW PRICE

Designed and built to meet the quantity production demand for a fine tone, dependable, and very low price transcription player. Available immediately. Advanced design, expertly engineered, and sturdily-built for trouble-free performance. Meets the demands of radio stations, transcription services, advertising agencies, and schools for realistic reproduction of transcription records up to 16 inches, 78 or 33 1/3 r.p.m. Free of wow and rumble. Switch output impedance: 30, 250, and 500/600 ohms.

Constant speed heavy duty motor, silent, smooth operation. 16" TURNTABLE embodies special re-enforced construction (patent pending).

Supplied with or without professional broadcast station Reproducers. More than 1500 of these PARA-FLUX magnetic Reproducers are now on the air over FM-AM stations. Reproducer, with interchangeable heads for Vertical, Lateral, or Universal, uses same Arm and Equalizer. Model EL-2 Equalizer is of new design with all components enclosed in one compact housing.

Descriptive Bulletin TP2, upon request.

RADIO-MUSIC CORPORATION
EAST PORT CHESTER, CONN.

15

Cover this market FIRST with KPRC

DAYTIME MAP OF KPRC
Based on BMB Study No. 1

Counties with 50% to 100% BMB

Counties with 30% to 49% BMB

Counties with 10% to 29% BMB

Get the big audience

If you're aiming your product at the vast gulf coast market that centers on Houston, there's only one first choice.

Hooper says it's KPRC. BMB* confirms

And 144 advertisers echo the fact that KPRC delivers the most in listeners . . . sales . . . results!

There are lots of reasons *why* we're tops in this better-than-a-billion dollar market: NBC programming . . . our own great staff . . . sales merchandising that gives you exactly what you ask for. We won't go into all the detail. We'll let the facts speak for themselves . . . and for *us*. Call us *first* . . . by calling Petry. And we'll oblige with availabilities immediately.

FIRST in Hooper Rating
FIRST in BMB*
FIRST in THE SOUTH'S *FIRST* MARKET

KPRC
HOUSTON

950 KILOCYCLES **5000 WATTS**

*BMB is Broadcast Measurement Bureau. . . Listener yardstick which the radio industry itself created to measure itself uniformly and impartially

National Representatives, Edward Petry and Company . . . Affiliated with NBC & TQN, Jack Harris, General Manager

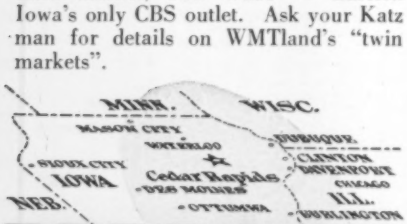
64 million dollar question:

Q. What State has acquired 178 new manufacturing plants since VJ-day alone?

A. ***Illinois? New York? Oh, we're NOT sorry: it's IOWA!***

Capital investment of 117 of these plants alone is more than $64 million. And Iowa industry's growing!

Tap this dependable source of wage earners, PLUS that prosperous Iowa farm market, with WMT — Eastern Iowa's only CBS outlet. Ask your Katz man for details on WMTland's "twin markets".



WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

WRNL BUILDS RADIO CENTER

$600,000 Structure in Virginia's Capital City

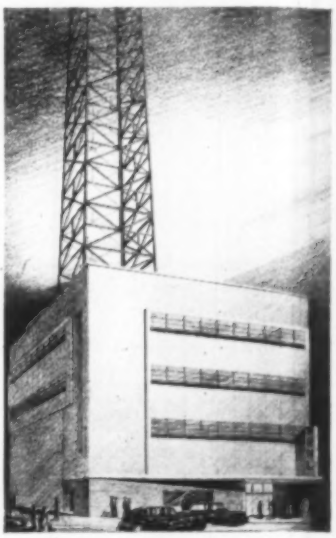
Expected to Be Ready by Fall of 1948

CONSTRUCTION of a $600,000 radio center for WRNL and WRNL-FM Richmond, Va., is underway, and the four-story building, which will house studios and offices, is expected to be ready by the fall of 1948. Atop it will be an FM tower 420 feet high.

An auditorium studio, seating 240, will be on the first floor, but most of the operating departments, including studios, master and studio controls, production offices, news room, announcers' rooms, music department, recording studios and engineering offices will be on the second floor.

A part of one studio, second largest in the building, will extend through the third floor. On this floor also will be the executive office, mailing room, sales and audition rooms and the telephone exchange. Fourth floor will contain additional offices and the Western Electric FM transmitter. Construction permit for FM operation on 102.1 mc with radiated power of 44 kw has been granted. WRNL's 5-kw AM transmitter and towers will remain at their present site north of Richmond.

General manager of WRNL, an ABC outlet, is E. S. Whitlock. G. Mallory Freeman is assistant manager and Richard Velz production manager.



FM TOWER 420 feet high will be feature of the radio center under construction for WRNL and WRNL-FM.

Autumn Video Exposition Is Planned by St. Louis

PLANS are underway for an industry-wide Television Exposition to be held in St. Louis in October or November if preliminary investigations show such an exhibit to be feasible, according to J. W. McAfee, president of Union Electric Co. of Missouri and general chairman of the Television Committee of the St. Louis Chamber of Commerce. Purpose of the proposed exposition, said Mr. McAfee, is to establish St. Louis as one of the leading postwar television centers in the country and to build even greater interest in television's possibilities in the St. Louis area.

Serving as vice chairmen on the committee are Elmer G. Marshutz, president, Gardner Adv. Co.; Joseph E. Vollmar, president, Fruin-Colnon Contracting Co.; George M. Burbach, general manager, KSD-TV; Robert L. Coe, residential sales manager, Union Electric; Stratford Lee Morton, Connecticut Mutual Life Insurance Co., and S. C. Sachs, president, St. Louis Electrical Board of Trade.

CANADIAN COMEDY program, "Wayne and Shuster Show," sponsored during winter months by RCA Victor of Canada, on Trans-Canada network, is being aired as a sustainer on NBC and Trans-Canada network as a summer replacement program Saturday evenings, 9 p.m. This marks first time a Canadian comedy show has been aired from Toronto for both American and Canadian network use.

UAW-CIO WILL BUILD CHICAGO FM STATION

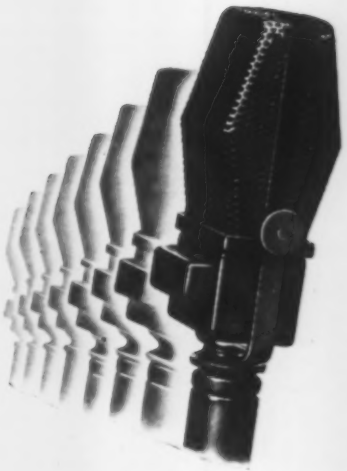
UNITED AUTO WORKERS of CIO in Chicago (as differentiated from the UAW of AFL) will have their own radio station late this year or early next, when the union goes into business with its own FM station, Joseph Mattson, regional UAW-CIO director, disclosed this week.

Mr. Mattson said the FCC had already granted the union a permit for station construction, for which an original outlay of $50,000 has been set up. An additonal $50,000 will be set aside for anticipated early deficits. Station will be incorporated as part of the UAW-CIO Broadcasting Co. of Illinois. Stock in station will be apportioned to various union locals in other cities as well as the international union, which will be a 51% stockholder.

Station will not be a "labor" station per se, but will compete directly with other Chicago FM stations, allocating 50% of operating time to commercial and the remaining 50% to support of causes in the public and civic interest, according to Alen Saylor, UAW radio representative. Considerable time will be devoted to cultural and educational features, as well as to musical programs.

Mr. Mattson invited local UAW representatives to a meeting July 15 in Chicago's Ashland Auditorium where such speakers as Norman Matthews, chairman of the UAW radio committee, and Mr. Saylor reported to them on the plans for the new station. Other CIO unions, as well as the Chicago Federation of Labor, are also reportedly planning FM stations.

More Broadcasting Stations . . .



1947
1946
1945
1944
1943
1942
1941
1940

. . . for more years . . .

. . . have used more

Presto 6 N's than any

other recorder

PRESTO RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.

Walter P. Downs, Ltd., in Canada

World's largest manufacturer of instantaneous sound recording equipment and discs

HERE ARE TWO WCKY SUCCESS STORIES, BASED ON MAIL AND RATINGS:

MAIL

THE WCKY JAMBOREE OUTPULLS ALL OTHER STATIONS AND MEDIA FOR THE HOUSEHOLD BARGAIN COMPANY

The Household Bargain Company of Lexington, N. C. bought three 5-minute segments of the WCKY morning and evening Jamboree to sell quilt pieces, costing $1.39.

In 9 weeks WCKY pulled 13,369 orders. WCKY delivered 44½% of ALL the orders this company received in its campaign, which included radio stations and direct mail media.

The Household Bargain Company has renewed its contract for the WCKY Jamboree.

INVEST YOUR AD DOLLAR WCKY'S-LY

LOWEST COST PER THOUSAND LISTENERS IN THE GREAT CINCINNATI MARKET

THE DAILY HIT PARADE

Ratings 6.15 to 7 P. M. Daily

APRIL THRU JUNE 1947 HOOPERATINGS

TIME	SETS IN USE	WCKY	STA A	STA B	STA C	STA D
6.15P	24.7	6.4	6.3	3.5	5.6	2.6
6.30	25.4	7.3	4.1	3.8	7.4	2.7
6.45	27.4	8.0	2.3	3.1	11.0	2.8

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Trend or Trouble?

DEPARTING from the conventional, WRVA Richmond has announced that, effective Oct. 1, it will be represented in the national spot field by Radio Sales of CBS, with which it is affiliated network-wise. The announcement provoked concern in radio circles because it is seen as the possible beginning of a trend.

Heretofore, network spot divisions have confined representation to stations which they own or operate, those which they used to operate, and stations in which they hold interests.

Networks are principally interested in network sales. They sell competitively against national spot. Yet, as owners in key markets, they naturally are interested in spot.

Once a trend starts, there's no telling where it might end. If networks should seek to carry such a movement to the ultimate, which is too ridiculous to be considered seriously, it would mean that each network would represent all of its affiliates in spot sales. It would spell the end of the healthy rivalry between networks and independent station representatives who create spot business for their station clients.

CBS says it does not plan to enter general representation, but proposes to handle a few additional selected stations where affiliates *initiate* conversations. There does not appear to be any concerted drive by any network to enter general representation.

Radio will perform best for public and client if the competitive spirit is maintained among network, national spot and local selling segments. New ideas and new business thus are created. In 1935, net time sales for national spot amounted to less than $14 million. In 1946 they aggregated more than $86 million—in large measure traceable to the creative work of national representatives, of transcription producers and to development of local programs available for national sponsorship.

Thus the independent representatives (some more than others) and the syndicated transcription producers, have opened a vast new market for radio and have developed opportunities for advertisers who otherwise might not have used the medium.

Boomerang

FCC WAS CAUGHT in its own backfire in the first real workout of its "new," 20-month-old auction plan of handling station sales. A fanatic for low profits, it found it had actually run a sales price up.

The case, decided in proposed findings June 28 [BROADCASTING, July 7], involved the sale of KMED Medford, Ore. Mrs. W. J. Virgin signed a contract with Luther E. Gibson, West Coast broadcaster [KHUB Watsonville, Calif.] and publisher, to sell the station for $250,000. Under FCC's Avco Rule, the sale was then advertised for public bidding. Medford Radio Corp., a new company, offered to buy on the same terms.

If things had worked out according to FCC's probable expectations, negotiations would have stopped right there. But broadcasters, like other businessmen, depend more on sound practice than on intuition and the doubtful guidance of so-called experts. Mr. Gibson met the counter-offer with the natural next step of a bidder at any auction. He offered more. Medford Radio followed suit.

Thus the original price was raised by $20,900 worth of stock by both bidders before FCC, abandoning the role of an auctioneer shouting prices up, took over as judge of the bidders. It chose the newcomer on local ownership.

Bidding and counter-bidding are natural and desirable business procedures in the system of free enterprise. They precede the filing of many a transfer application. But FCC's plan gives the procedure a new twist, inviting the public in for a new round after the parties have completed their private negotiations.

The Commission may contend this is an isolated case. But it is also the first instance of real competition under the Avco Rule, and while it may not show trends, at least it shows the possibilities. Admittedly there won't be progressive bidding in every case, any more than there will always be competing bidders. As we have contended many times before, the original price will be set as high as possible to discourage rival applications, and, when competition develops, the system will encourage the bidders to raise the ante. Bidding will be keener when the qualifications of the bidders are more nearly matched, as the KMED case shows.

We find no comfort for FCC in its embarrassment. We have always argued that the Commission is charged with only one concern respecting business matters of radio: To keep its fingers out.

The Great Coar Coup

IN THE WELTER of multi-billion dollar appropriations jammed through Congress last week was an innocent-appearing item providing a mere $17,100 for a new "Joint Senate and House Recording Facility," embodied in the Legislative Appropriation Act. It is the neatest pork barrel trick of the session.

The beneficiary was Robert J. Coar, who with his wife, has operated a recording studio in the Old House Office Building for 11 years, selling transcriptions to members of Congress for broadcast back home. Because he had no housing or telephone overhead, he could sell his records at a price lower than prevailing rates.

This year Mr. Coar became ambitious. He proposed creation of a "Joint Senate and House Radio Information Facility," which he would head at $9,000 per year, with his wife, as studio director, to get $4,000 per year. The functions he proposed in secret hearings before the House subcommittee would, in effect, establish him as the radio oracle, if not the commissar, of Congress. He would be all things radio to all legislators. He would book time (gratis, he implies), arrange forums and interviews, provide all information on radio legislatively, produce programs, provide announcers, arrange for broadcasts of hearings, and ad infinitum.

The House at first ignored the plan. But the Senate fell for it. It was agreed to in conference between Senate and House. It was smuggled to the Senate floor with everybody in radio evidently oblivious of it. It was legislation in an appropriation bill—contrary to the rules of Congress. At the eleventh hour those on the Washington radio front got busy (after publication of a story in our last issue). It was too late to block passage. The danger was mitigated (1) by a reduction in appropriation, (2) by a change in name and, most important, (3) by statements on the floor by the subcommittee chairman that the bill is not intended to authorize the coordinator to do anything more than he has done for eleven years—namely, to record.

But the language is there. The legislative precedent is created. If invoked to the letter, Congress could back up a transmitter to Mr. Coar's operation and be in the broadcasting business. Washington's corps of 200 radio correspondents could pack their portables; the networks could fold their news operations and special event departments covering Congress and call it a day. Mr. Coar would handle it.

Nothing can be done this session. The first order of radio business next session should be to get Congress out of the radio business.

Our Respects To—

GOV. ROBERT SAMUEL KERR

GOV. ROBERT SAMUEL KERR, new board chairman of the West Central Broadcasting Co., believes radio is of greatest importance to farm people. "This is the side I hope to emphasize," he says, "and the one in which I am most interested."

The Governor hasn't forgotten his boyhood. He was actually born in a log cabin in what was then (1896) the Chickasaw nation of Indian territory. He grew up on a farm against a background much like the setting of the musical *Oklahoma!* Those were the cowman vs. farmer days, but it was later in the World War I artillery that Mr. Kerr achieved his most spectacular feat in the vein of horse opera.

As a second lieutenant who later went to France he was first assigned to the 335th Field Artillery at Fort Logan Root, Ark. The regiment had practically no horses and wasn't expecting any. When 200 cropped-tailed steeds arrived unannounced, they violated regulations by gamboling about the post as if it were a range. There were no facilities for them. With night coming on, the frantic colonel called on Lieutenant Kerr.

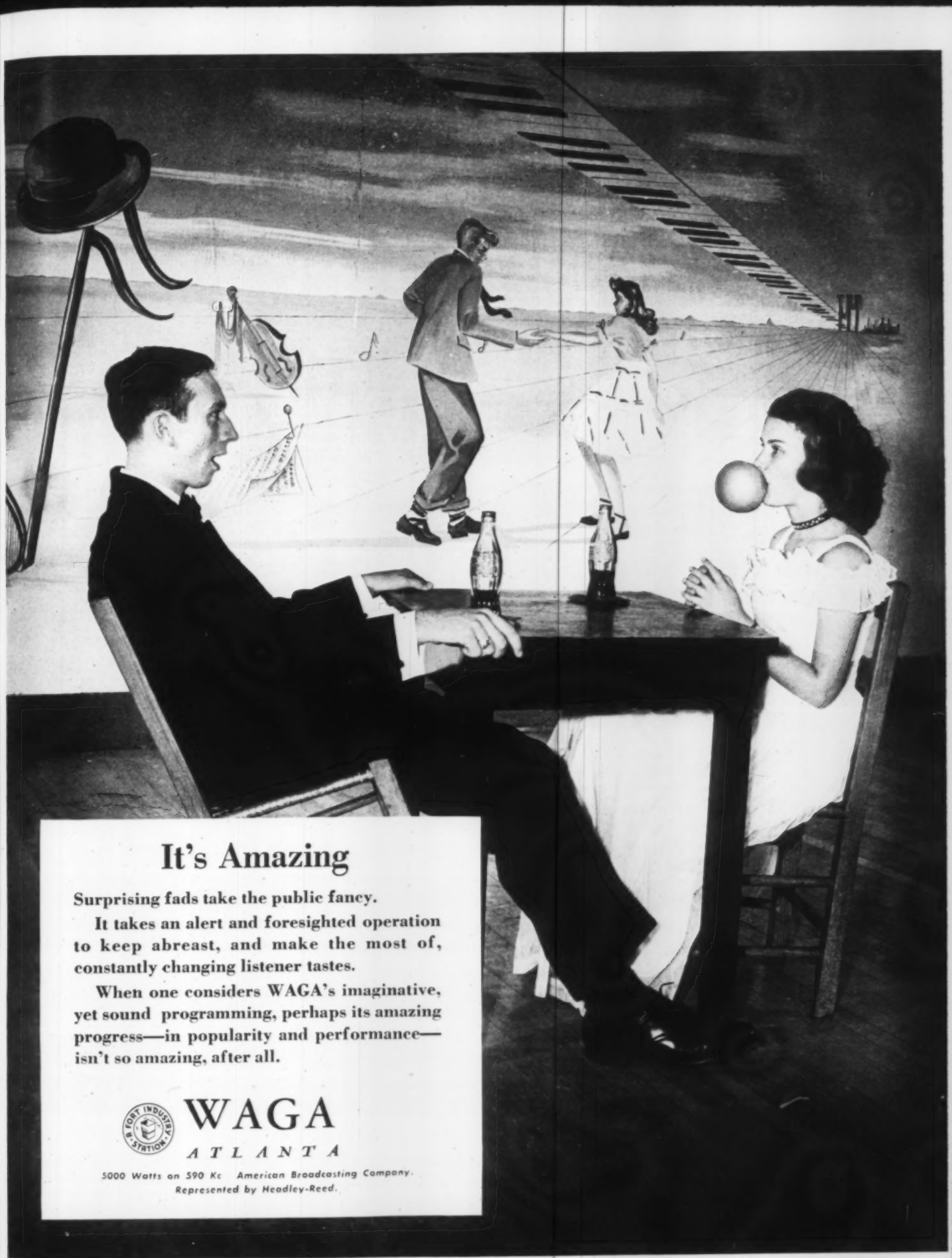
With a few enlisted men the young officer set to work, and next morning the colonel awoke to find his horses quietly feeding within the confines of a complete corral, built from freshly-cut Arkansas timber. The design was so successful that its specifications were used by other artillery units throughout the war.

The Governor worked his way through college, attending East Central State Teachers, Ada, Okla., Oklahoma Baptist U., and the U. of Oklahoma law school. He was admitted to the bar in 1922, but entered the oil business as a driller in 1926. With the opening of the fabulous Oklahoma City field he shifted operations to it. Since then he has opened pools—oilman's parlance for a large quantity of oil covering an extensive area—at Gainesville, Tex. (1935); Magnolia County, Ark. (1938), and Collinsville, Tex. Governor Kerr is president of the Kerlyn Oil Co. and a partner in Kerr-Lynn & Co., a drilling firm. He is now pioneering in Wyoming oil.

The first contact of radio and Mr. Kerr took place in 1925 when he spoke as state commander of the American Legion in a Legion program over KVOO, then at Bristow, Okla., now at Tulsa. Other talent on the show consisted of Jimmie Wilson and his Catfish Band, and a young singer, Miss Grayce Breene of of Bartlesville.

Miss Breene, a tall blonde who studied voice

(*Continued on page 48*)



It's Amazing

Surprising fads take the public fancy.

It takes an alert and foresighted operation to keep abreast, and make the most of, constantly changing listener tastes.

When one considers WAGA's imaginative, yet sound programming, perhaps its amazing progress—in popularity and performance—isn't so amazing, after all.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

Casey to Be PR Director At Large St. Louis Store

ARTHUR J. CASEY, formerly executive assistant to Merle S. Jones when the latter was manager of WOL Washington [BROADCASTING, May 26], has been appointed director of public relations for Stix, Baer & Fuller, St. Louis department store.

Mr. Casey

Mr. Casey began his radio career as a producer at KMOX St. Louis in 1933, having previously spent several years in the theatre. He became executive assistant to Mr. Jones in 1936, when the latter became manager of KMOX.

In addition, he has done public relations work in St. Louis for the Union Electric Light and Power Co., Southwestern Bell Telephone Co. and the Pet Milk Co., joining Mr. Jones at WOL in 1944. He resigned his WOL position in May shortly after the resignation of Mr. Jones.

AN AWARD from the National Safety Council for promotion of safety in the home will be presented to "Ma Perkins," sponsored by Procter & Gamble Co., Cincinnati, for Oxydol, through Dancer-Fitzgerald-Sample, New York. Presentation will be made on the July 22 broadcast of the serial.

Respects

(*Continued from page 46*)

in New York, had already met Bob Kerr on a tennis court. In fact he talked her out of her music career in four days. They were married Dec. 26, 1925.

They have four children, all of them taking after their parents in being unusually tall. The Governor, who weighs 240, is six feet four. The children are: Robert Samuel Jr., 19, now in the Navy; Breene Mitchell, 17; Kay, 15, and William Grayeen, 8. Menage also includes from four to twelve dogs. When the family moved into the Governor's Mansion after Mr. Kerr's election in 1942, their extra-size beds had to go with them.

Mr. Kerr's interests are wide. A national leader in the Baptist Church, he has been a YMCA board member, director of the Oklahoma City Chamber of Commerce, an outstanding worker in Parent-Teacher Assn. activities and youth organizations. As a member of the state's unofficial pardon and parole board, he searched the files and found "forgotten" men who could be rehabilitated. It is said that he is the principal benefactor of a large model orphanage.

Mr. Kerr is a fisherman who takes particular delight in a wall-eyed pike. He is enthusiastic about western music but appreciates good music of all kinds. When he was a guest of the cast of *Oklahoma!* in New York, he took along a bucket of Oklahoma sorghum. He is avid on Oklahoma history, never passing by a place of historical significance.

Although he had long been interested in politics, Mr. Kerr preferred to work mostly behind the scenes until he was named Democratic national committeeman in 1938. In 1944 he made the keynote speech at the Democratic National Convention and was nominated for Vice President but withdrew.

Mr. Kerr has been heard on many broadcasts since 1925 and has been on all major networks. Recently he was a guest of ABC during *Headline Edition*, of CBS on *We, the People*, and made a personal appearance with Bob Hope. His repartee was so keen when he appeared with Edgar Bergen and Charlie McCarthy a year ago that Bergen returned to Oklahoma City last fall for another broadcast with the Governor.

Mr. Kerr used radio commercially in the early '30's to advertise retail stations of the Anderson-Kerr Oil Co. Since entering politics he has used the medium extensively to reach the people.

The Governor will take an active part in West Central Broadcasting Co., which has a grant for a 1 kw station at Peoria, Ill., and an application pending for a 50 kw at Tulsa. "I believe that radio is one of the dominant factors in our national welfare," he said in an interview.

MANAGEMENT

JOHN M. PRINTUP, freelance producer as well as radio director of William G. Carney Adv., Milwaukee, has been named general manager of WEXT, new Milwaukee independent which is expected to begin operations Aug. 31. Mr. Printup previously for 10 years had been sales representative of WISN that city.

JEROME SILL, radio director of J. D. Tarcher & Co., New York, has resigned to become executive vice president and general manager of WMLO Milwaukee. Mr. Sill was for many years an executive of CBS and Mutual and is the author of "The Radio Station," book on station management.

Mr. Sill

FRANK TAYLOR, Jr., assistant manager of WPDQ Jacksonville, Fla., has been awarded U. S. JCC Distinguished Service Award, annual presentation of highest individual recognition

RANNY DALY, former program director at WING Dayton, Ohio, will go to Middletown, Ohio, as executive director of WPFB, opening there in September.

W. J. (Bill) DAVIDSON, program director of KECA Hollywood, for past two years and with ABC since August 1944, resigns effective Aug. 8 to become general manager of KSMA Santa Maria, Calif.

DONALD D. DAVIS, president and commercial manager of WHB Kansas City and president of Broadcasters Guild, married Harriet Thomen in Tucson, Ariz.

JOHN F. ROYAL, NBC vice president in charge of television, flew from New York to England July 11 on first lap of European video tour. He will return in August.

CLARENCE L. MENSER, NBC vice president in charge of programs, **HOWARD S. MEIGHAN**, CBS vice president in charge of station administration, and **FRED THROWER**, ABC vice president in charge of sales, have been appointed to National Advisory Board of Veterans Hospital Programs.

WALTER J. BROWN, president of WTNT Augusta, Ga., and new majority owner of WORD Spartanburg, attended the Governors' conference at Salt Lake City last week as an aide to Gov. J. Strom Thurmond of South Carolina.

OSWALD F. SCHUETTE, Washington representative of RCA, returned to his home last week following a serious illness. He expects to return to his Natl. Press Bldg. offices this week.

HENRI LEPAGE has been named general manager of CHRC Quebec, in an official notice of new executives issued by the president of CHRC Limited, **HERVE BARIBEAU**. Other executives appointed are **AURELE PELETIER**, commercial manager; **MAGELLA ALAIN**, program director; **LEON DELISLE**, secretary-treasurer.

DAVID M. SEGAL, manager of KTFS Texarkana, Tex., left July 10 for three-week motor trip through Western Canada. **LES EUGENE**, program director, is acting manager during Mr. Segal's absence.

ROBERT D. SWEZEY, MBS vice president and general manager, on July 24 will address the final session of a three-week New England Radio-in-Education Workshop at Boston U.

EDWARD LAMB, owner of WTOD and WTRT Toledo, Ohio, left by plane to visit various countries in South and Central America.

IRA DILWORTH, newly appointed general supervisor of CBC International Shortwave Service, Montreal [BROADCASTING, July 14], and former CBC regional representative for British Columbia, will spend the summer in Europe for CBC, at BBC London, and UNESCO sessions in Paris.

GILBERT HARDING, Toronto, assistant representative in Canada for BBC, is returning to England this summer, and is being replaced at Toronto by **JOHN POLWORTH**, former program assistant at Newcastle, England, BBC station.

WILLIAM E. HARDY, general manager of WFMD Frederick, and president of local junior Chamber of Commerce, played part of General Early, when Frederick Jacees presented a Civil War pageant July 9.

FLASH!

4,751,142 persons crossed the International Bridge at Laredo during the first 3 months of 1947, or more than 52,790 daily!

—U. S. Bureau of Customs Report

THE MUTUAL STATION
SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION
★
MUTUAL *and* TSN
★
Now Represented Nationally by
JOHN E. PEARSON COMPANY

Busy! Busy! Busy!

. . . but not too busy to tell you that Laredo is the "Gateway to Mexico", located on the Pan-American Highway linking the U. S. with Mexico and nations to the south; seat of an isolated market 150 miles from any other, serving a rich, active trade territory of 75 miles radius; and that KPAB, on the air 18 hours daily, is Laredo's only radio station. You can't sell Laredo without KPAB!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, *President*
LAREDO, TEXAS

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region *
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
* *Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!*
American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

HELEN ALEXIEVE

Continuity Chief

Perhaps it would not be correct to attribute the "deft touch" which characterizes Helen Alexieve's radio writing to her early training for the piano. Be that as it may, Helen is a sensitive and intelligent writer to her very finger tips. The radio industry has sometimes been accused of underestimating the value of good writing, but KGW has always believed that a strong writing staff is the backbone of a station's operation. As Continuity Chief, Helen is doing much to perpetuate this KGW tradition for outstanding creative writing. We're writing this to let you know that if you're a KGW advertiser there's a girl named Helen, in Portland, Oregon, working for you.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

Next Week
WALLACE KADDERLY
KGW Farm Director

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TRANSFER OF CONTROL ASKED BY KTSW OWNERS

CONSENT to transfer of control of KTSW Emporia, Kan., is sought in an application tendered for filing last week at FCC. Robert J. Laubengayer, 34% owner, and John P. and Sidney F. Harris, each 20% owners, sell their combined holdings for $40,942 to Gervais F. and Robert B. Reed, 72% owners of The Telegram Publishing Co., Garden City, Kan. Firm publishes the *Garden City Telegram*.

The transaction involves 20,471 of 25,000 outstanding shares in Emporia Broadcasting Co., KTSW licensee. President is J. Nelson Rupard, holder of 10 shares. Mr. Laubengayer is vice president and Sidney Harris is secretary. Remaining interest is held by seven other stockholders.

Mr. Laubengayer also is president and 13% owner of KSAL Salina, Kan. The Harris brothers are each 37½% owner of KSAL, 20% owner of KBUR Burlington, Iowa, and each has a 27% interest in Hutchinson Publishing Co., Hutchinson, Kan., Class B FM permittee.

Radio on Santa Fe

PASSENGER TRAIN radio and communications system is being readied for use on Sante Fe railroad streamliners, it was announced this week by G. Minchin, operating vice president of Santa Fe lines. Built by Farnsworth Television and Radio Corp. of Ft. Wayne, Ind., equipment provides system whereby four different types of programs may be heard. Installations have been completed on three diners and one lounge car. When system is ultimately finished for an entire train, passengers in rooms will be able to select any type of fare they choose.

ALLIED ARTS

H. L. PIERCE, formerly with Mercantile Stores Co., has been appointed district merchandising manager of Sparton Radio and Appliance Div. of Sparks-Withington Co., Jackson, Mich. His territory will cover all Eastern Pennsylvania and Southern New Jersey. Sparks-Withington also has announced new Sparton Challenger line of radio receivers.

RUTH JOHNSON, former timebuyer of Raymond R. Morgan Co., Hollywood, has joined Helen Edwards & Staff, Los Angeles, personnel agency specializing in advertising and merchandising placement, in an executive capacity.

U. S. TELEVISION MFG. CORP., New York, has appointed **ROBERT H. RUBIN** as its sales representative in Washington, D. C., where company has showroom at 2409 24th St. N.W.

J. H. STICKLE, former headquarters merchandising manager of radio division for Philco Corp., has been appointed advertising and sales promotion manager of Home Radio Div. of Westinghouse Electric Corp., Baltimore. Mr. Stickle has been with Philco Corp. since 1929. **HERBERT W. McKEAGUE** and **J. RUSSELL TODD** have been appointed purchasing agent and assistant purchasing agent, respectively, for Westinghouse Home Radio Div. Mr. McKeague formerly was assistant to vice president in purchases and traffic division at Pittsburgh, and Mr. Todd has been with firm since 1941 working in purchasing departments at East Pittsburgh, East Springfield, Baltimore and Sunbury.

Mr. Stickle

RCA has announced completely new parts-packaging program involving 33,000 radio phonograph, television and miscellaneous parts and products comprising Renewal Sales Section of RCA Tube Dept. First of Renewal Sales Section products to sport new bright red-and-white packages are RCA phonograph modernization kits.

REEVES SOUND STUDIOS, New York, last week celebrated opening of new headquarters at 304 44th St., with a reception.

RCA VICTOR Home Instrument Dept., Camden, N. J., has announced two new model radios combining advanced styling with modest price: Models 66X11 and 66X12. Suggested list prices including excise tax are $34.95 for 66X11 and $36.95 for 66X12.

U. S. TELEVISION MFG. Corp. has announced its 1948 tavern model video set, with screen 25x19 inches and including AM and FM as well as video reception. Specially designed for use in clubs, bars, restaurants and other public places where picture can be seen by large crowds of people, new model is housed in a cabinet 69 inches high, 42 inches wide and 19 inches deep and utilizes refractive optical projection system. Model is priced at $1,995, including federal excise tax, with a fee of $100 for installation and guarantee.

NEW STATION has been licensed to Maj. J. F. Peterson at St. Thomas, Ont. No data is available yet as to power, frequency and call letters.

Authentic Portrayal

WALT NEWTON, WGN Chicago, portrayed Lt. Col. William E. Dyess in the station's *On Special Assignment* broadcast recently. Mr. Newton, turning actor for the dramatization of the Bataan death march because of the resemblance of his voice to that of the late colonel, was called to the phone after the program. Calling was Col. Dyess' widow from Champaign, Ill., to say: "I just wanted to tell you how much I enjoyed the program and your performance. You played the role just as my husband would have done it. You even sounded like him."

TO BUILD A BETTER STATION "HOOPER" . . .

Use PROMOTION WITH A *PUNCH!*

INTERNATIONAL EVENTS

RADIO PROMOTION DISPLAY SERVICE

STOPS LISTENERS

AT *YOUR SPOT* ON THE DIAL!

Attract attention . . . win good-will . . . get top results for *your Station* with International Events Radio Promotion Display Service. Here's a forceful merchant-Station promotion that works 24 hours a day, all year 'round, to help *you* create bigger audiences — AT NO COST TO YOU!

International Events combines the powers of suggestion and repetition with tested appeal to do a two-fisted selling job for *your Station*. Selected for human-interest and news values, DAILY news pictures keep reader attention active . . . provide perfect background for frequent presentation of *your Station's* message!

Radio Stations throughout the country are enjoying the advantages of International Events Radio Promotion Service . . . have developed potential sources for future billing! International Events Radio Promotion Service is available for AM and FM Stations. *It will pay you to investigate at once!*

COMPARE!

Only International Gives You So Much!

- COLORFUL STATION PROMOTION POSTER! 17"x12", designed for greatest attention value.
- 5 NEWS PICTURES WEEKLY! *Daily mailings,* Monday thru Friday. Mailed in individual tubes.
- LATEST I. N. S. PHOTOS! Timely — appealing!
- COMPACT, ATTRACTIVE DISPLAY UNIT! In addition to news picture and Station Poster, Display also provides ample space for merchants message.

PHONE...WIRE COLLECT OR WRITE TODAY FOR ADDITIONAL INFORMATION. NO OBLIGATION.

INTERNATIONAL EVENTS INC.

159 E. CHICAGO AVE.

CHICAGO 11, ILLINOIS

TELEPHONE: SUPERIOR 2441

RIGHT ON "MAIN STREET"

WHEN the most desirable FM location happens to lie in a congested area, tower design is of prime importance.

It is therefore necessary that such a structure be designed to have an adequate margin of safety, and be of pleasing appearance.

This installation has back of it the experience and engineering ability acquired in building thousands of Towers and Vertical Radiators, both here and abroad . . . This obvious advantage adds nothing to the cost of a Blaw-Knox job.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS

★ ★ ★ ★

EXTRA!

NOW

WSGN

IS

1st *IN THE EVENING***
1st *IN THE AFTERNOON**
1st *IN THE MORNING**

FOR COMPLETE HOOPER BREAKDOWN CALL OR WIRE YOUR NEAREST HEADLEY-REED REPRESENTATIVE

** SUNDAY THROUGH SATURDAY

* MONDAY THROUGH FRIDAY

ALABAMA'S BEST *BUY* FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

★ ★ ★ ★

Commercial

WILLIAM S. CLARK, former New York manager of Howard H. Wilson Co. and before that New York manager of Clark & McGeehan, has joined WROW Albany, N. Y., as commercial manager. WROW operating with 5 kw daytime and 1 kw nighttime on 590 kc, will be on the air at the end of August.

ROBERT M. FLEMING, formerly with Fred A. Palmer Co., Cincinnati, and at one time program director of WCKY Cincinnati, has returned to WCKY as sales account executive. Mr. Fleming previously was radio director of Stokes, Palmer and Dinerman, and before that was vice president and radio director of Harry M. Miller Inc., Columbus and Cincinnati agency.

Mr. Fleming

EDWARD J. DEVENEY, for last five years manager of New York office of Howard Wilson, station representatives, has joined staff of Headley-Reed Co., New York, effective Aug. 1.

CARTER KNIGHT, formerly with sales staff of WTAG Worcester, Mass., and commercial manager of WEIM Fitchburg, Mass., has been appointed commercial manager of WOTW, new AM grant at Nashua, N. H. **NORMAN DELUDE** also has joined WOTW as account executive.

WILLIAM G. RAMBEAU Co. has been appointed national representative for KRKN Fort Smith, Ark.

RUSS WALKER, former salesman at WQXR New York, and **RICHARD C. LANDSMAN,** formerly of WNOC Norwich, Conn., have joined sales staff of WHN New York. Mr. Walker has been with WQXR since 1939 save for three years of service in AAF. Mr. Landsman, before war was with WATR Waterbury, Conn., and WNAB Bridgeport, Conn., and joined WNOC after service with AAF.

DORIS KENNEDY has joined traffic department of KXOK St. Louis.

BILL VERNOR, who formerly operated own advertising agency in San Francisco, and **BRUCE HAIGHT,** recent graduate of Stanford U., have joined KYA San Francisco, as account executives.

EDWARD P. EHRICH, of ABC's sales presentations department, has been assigned as coordinator of commercials on "Paul Whiteman Club," ABC's new record show, for four participating sponsors. Mr. Ehrich will adapt commercials of four companies to Whiteman's delivery style. He has been granted leave of absence from ABC sales presentations duties.

BURKE, KUIPERS & MAHONEY Inc. has been appointed national representative for WNOE New Orleans, and KNOE Monroe, La., effective July 1.

FREE & PETERS Inc. has been named national representative for KGMB Honolulu, and KHBC Hilo, effective August 1. Announcement made last week by **HOWARD WORRALL,** president and general manager of Hawaiian Broadcasting System.

JIM STRAIN, former program director of KLAC Hollywood, and more recently commercial manager of KHUM Eureka, has joined KGFJ Hollywood, as account executive.

HAL HOUGH, salesman at KMBC Kansas City, and **ANNETTA HERSHEY,** KMBC music librarian, have announced their engagement.

MADISON HEARTMAN, assistant to **HARRY SMITH,** vice president in charge of sales for WLW Cincinnati, and Neil Alan McKinney were married July 11.

RUTH BARNIER, formerly of KWSC Pullman, Wash., has joined traffic department of KOMO Seattle, Wash.

JOHN SCOTT KECK, salesman of NBC Central Radio Recording division, and Sally Gallatin, of Greensburg, Pa., have announced their engagement. They are to be married some time in November.

NEIL J. MURPHY, budget officer of NBC Central Division, and **MARIE WALLEY,** secretary in office of **I. E. SHOWERMAN,** division general manager, are to be married Aug. 9.

GEORGE DIEFENDERFER, salesman of NBC Central Division, is the father of a girl, Leslie.

FRANKLIN LITTLE, member of KTAR Phoenix traffic department, has been accepted as student by dental school of College of Physicians and Surgeons, San Francisco.

LARRY COTTON, sales manager of WREN Topeka, and Arlene Glogau were married July 11.

R. I. P. CROTTY, national sales manager of CKWX, Vancouver, has resigned to go into business for himself.

Handles Repeat

AFTER 14 years at WTOP Washington's switchboard, Marie McGrain finally put on her own program—complete with sound effects, and unrehearsed. Because the switchboard was unusually busy one day last week around 10 a. m. when WTOP's daytime serial, *Janice Gray* is broadcast, she missed the show. So she immediately got hold of the script and was starting to read it when a listener called to say she, too, had missed the broadcast, and could Marie tell her what had happened. Thereupon WTOP's switchboard impressario started in on the dialogue, taking both male and female parts, through the complete broadcast. She was even able to supply the sound effects—the ringing of a telephone. Eavesdroppers say Marie's version was better than the original.

PHILADELPHIA'S No. 1 *Station*

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls

WIBG

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

TECHNICAL

KEITH ROGERS, formerly of WRNL Richmond, Va., and WLW Cincinnati, Ohio, is now chief engineer of WFMZ Allentown, Pa. **DANIEL HOUCK** also has joined engineering department of WFMZ as chief operator.

ROBERT C. BINGHAM, former engineer with WLAW Lawrence, Mass., has been appointed chief engineer of WOTW, new AM grant at Nashua, N. H.

VINCENT A. VANDERHEIDEN, former transmitter engineer at WIBA Madison, Wis., has been appointed chief engineer for WKOW, new AM station granted at Madison.

E. S. SEELEY, chief engineer of Altec Service Corp., New York, is recuperating at home from a leg fracture received July 12 when he was hit by an automobile while crossing the street.

DR. LEE DE FOREST, pioneer radio inventor and sound research engineer, is sketch subject of July 11 issue of "Adventures in Business," weekly pictorial journal.

PAUL RUSSDORF, engineer with WGN Chicago, is the father of a girl.

DELBERT NESTOR, engineer of KMPC Hollywood, and **JANE LONG**, station secretary, are to be married Aug. 4.

HARRY LANG has joined engineering staff of WPDQ Jacksonville, Fla.

CLAUDE F. FULK, technical engineer for WOAI-FM San Antonio, is the father of a girl, Susan Harriet.

ORRIN DUNLAP IS MADE VICE PRESIDENT OF RCA

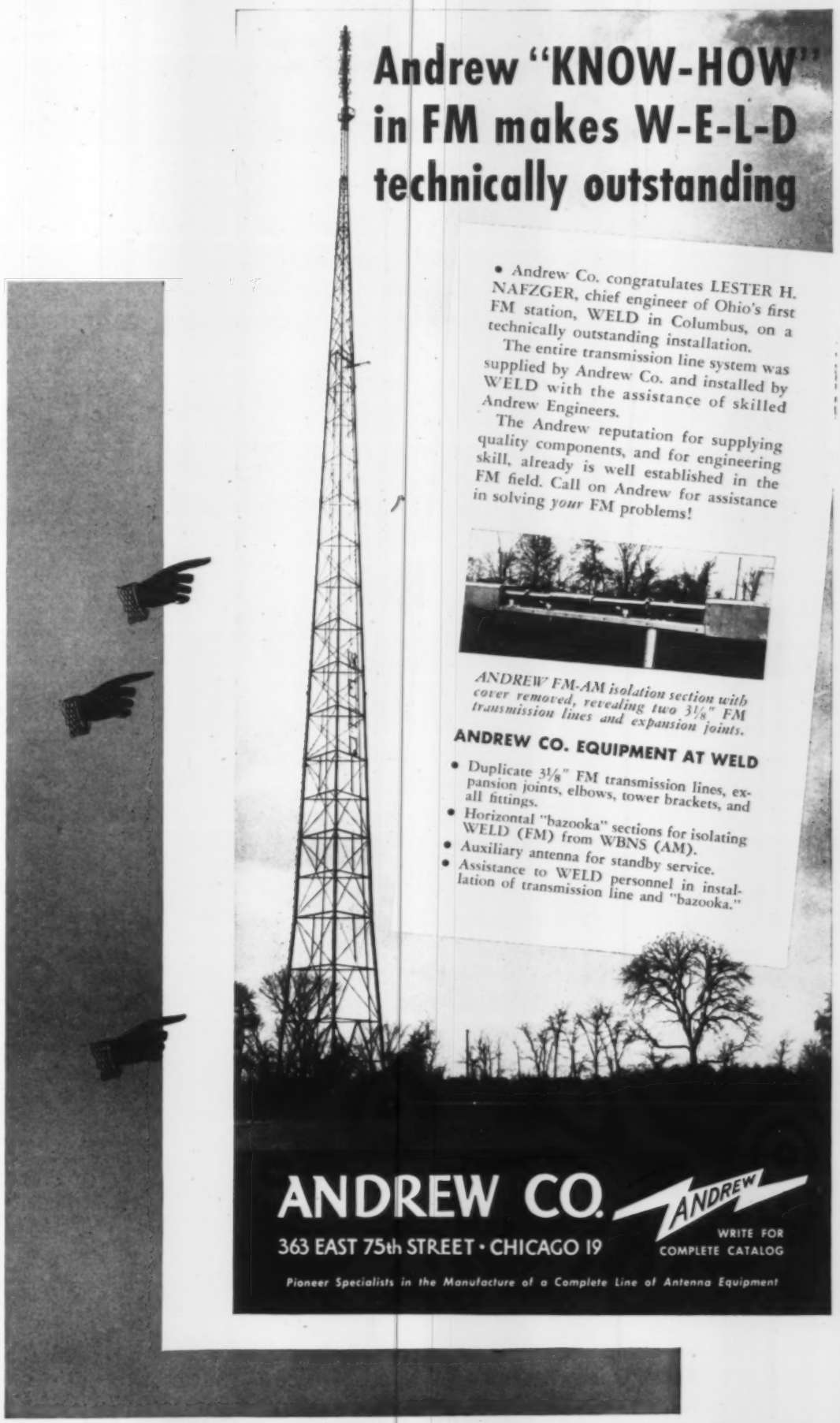
ELECTION of Orrin E. Dunlap Jr. as vice president in charge of advertising and publicity of RCA was announced last week by Brig. Gen. David Sarnoff, RCA president and board chairman.

Mr. Dunlap

Mr. Dunlap had been RCA director of advertising and publicity since 1944, after serving for four years as manager of the corporation's Dept. of Information. Before joining RCA in 1940 he was for 18 years radio editor of *The New York Times*.

Mr. Dunlap's career in radio dates back to 1912, when he built an amateur wireless station at Niagara Falls, N. Y. He was chief operator of the Marconi Wireless Telegraph Co. of America aboard the *S. S. Octorora* in 1917, and served during World War I as a radio operator in the U. S. Navy, graduating from the U. S. Naval Radio School at Harvard as one of three honor men of his class.

A graduate of Colgate U., Mr. Dunlap attended Harvard Graduate School of Business, specializing in advertising and marketing. He is the author of ten books on radio, including two on advertising, *Advertising by Radio* and *Radio in Advertising*. Mr. Dunlap was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Assn. and a senior member of the Institute of Radio Engineers.


Andrew "KNOW-HOW" in FM makes W-E-L-D technically outstanding
• Andrew Co. congratulates LESTER H. NAFZGER, chief engineer of Ohio's first FM station, WELD in Columbus, on a technically outstanding installation.
The entire transmission line system was supplied by Andrew Co. and installed by WELD with the assistance of skilled Andrew Engineers.
The Andrew reputation for supplying quality components, and for engineering skill, already is well established in the FM field. Call on Andrew for assistance in solving your FM problems!
ANDREW FM-AM isolation section with cover removed, revealing two 3⅛" FM transmission lines and expansion joints.
ANDREW CO. EQUIPMENT AT WELD
• Duplicate 3⅛" FM transmission lines, expansion joints, elbows, tower brackets, and all fittings.
• Horizontal "bazooka" sections for isolating WELD (FM) from WBNS (AM).
• Auxiliary antenna for standby service.
• Assistance to WELD personnel in installation of transmission line and "bazooka."
ANDREW CO.
363 EAST 75th STREET • CHICAGO 19
ANDREW
WRITE FOR COMPLETE CATALOG
Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

Fulton Lewis, jr.

. . . available now* on WKAT—Miami

Winter or summer, the Miami, Florida, market is one where people with *money to spend* congregate. Reach them with the Fulton Lewis, jr. program—over station WKAT.

On a constantly growing number of stations all over the United States (254 as this is released) local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. No other cooperative program is aired on so many stations—to an audience so large.

Wire, phone or write us immediately for complete information.

***Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

SPONSORS

CARTER PRODUCTS Inc., New York (Carter's Little Liver Pills), will increase its current spot campaign from 120 stations to 380 stations, supplementing its network shows, starting in most markets on Aug. 4. One minute electrically transcribed spots will be placed from three to five times weekly in non-metropolitan markets and will run for 52 weeks. Agency: Ted Bates Inc., New York.

BARNUM COOLIDGE, former sales representative for Crowell-Collier Publishing Co., has been appointed advertising manager of Goebel Brewing Co., Detroit and Muskegon. Prior to the war, during which he served in AAF, he was with Hiram Walker & Co., and at one time was assistant advertising and sales manager for Florists' Telegraph Delivery Assn.

Mr. Coolidge

JUSTIN W. DART, president of Rexall Drug Co., Los Angeles, was named one of six national vice chairmen of the Community Chest of America.

E & J GALLO WINERY, Modesto, Calif. (Gallo wines), has appointed Harrington, Whitney & Hurst, Inc., Los Angeles, to handle national advertising. Plans for 1947-48 advertising are in formative stage, with extensive fall and holiday season spot radio campaign contemplated.

TOM P. McDERMOTT Inc., Southwest distributor of home appliances, has contracted with KOMA Oklahoma City, and KTUL Tulsa, for weekly half-hour "Favorite Story," starring Ronald Colman in Frederic W. Ziv Co. transcribed open-end dramatic show. Sponsor is planning heavy dealer promotion. Agency is Gibbons Adv., Tulsa.

GENERAL DRY BATTERIES, Toronto, starts this autumn thrice weekly spot announcement campaign on large number of Canadian stations, coast-to-coast. Agency: McKim Adv., Toronto.

DOMINION CORSET CO., Montreal (foundation garments), Sept. 1 starts weekly Charles Jordan Show, quarter-hour musical program recorded at Montreal, on a number of Canadian stations from Montreal west. Agency: Ronalds Adv., Montreal.

RIO GRANDE DISTRIBUTORS, Los Angeles (petroleum products), July 15 started for 13 weeks sponsoring twice weekly of "Cecil Brown, Commentator" on KHJ Hollywood. Expansion is planned. Agency: Hixson-O'Donnell Adv., Los Angeles.

O'KEEFE & MERRITT CO., Los Angeles (stoves), in recent expansion of present Pacific Coast campaign has started spot announcement schedules on KFSD, KMJ, KTMS, KFXM. Contracts are for 52 weeks. Agency: R. B. Atchison Adv., Los Angeles.

WYNNS Co., Los Angeles (tire distributors), has appointed Allied Adv. Agencies, Los Angeles, to handle advertising, with local spot campaign planned.

VENUS PACKING CO., Vernon, Calif. (packaged dried fruits, beans), has appointed The Tullis Co., Hollywood, to handle national advertising. With advertising appropriation estimated at $225 000 for coming year covering all media, approximately 50% has been budgeted for radio, with a fall regional network program being considered.

TRINITY ALPS RESORT, Trinity Alps, Calif. (resort), has appointed Pat Patrick Co., Glendale, to handle national advertising. Resort on July 14 started for 52 weeks, quarter hour live musical on KLAC Hollywood, with recorded programs on KYA KJBS San Francisco.

GEORGE FULLER Co., Toronto (pork packer), has started noon-hour newscast six days weekly on CHUM Toronto, and plans to expand to other Canadian stations in autumn. Agency: Wilf Clement, Toronto.

'Tasting!'

SPONSOR on WPEN Philadelphia, lost a spot announcement recently, but gained a customer. In reading Shellenberger Candy spots, announcers were not punching, according to sponsor. Sponsor suggested staffers might try his confection before attempting to express the excellence of his product. WPEN Announcer Steve Jarrett popped a piece of candy in his mouth 15 seconds before he was scheduled to go on the air. When his cue came, Mr. Jarrett, still munching on the chocolate, could not read the spot—but he liked the candy.

BROWN-THOMSON'S, Hartford, Conn. (department store), has received award of merit for its 8 a.m. news program over WDRC Hartford. Award was given by National Adv. Agency Network, of which Julian Gross Adv., firm's agency, is Hartford member.

WALLACE SILVERSMITHS of Toronto, Canada, has appointed Ellington & Co., New York, to handle its advertising. Appointment is in addition to Wallace Silversmith advertising in U. S. which agency has been handling for past two years.

SY MOORMAN, who has been in charge of the Kansas City sales territory for Schick Inc. ("Schick" dry shaver), has been promoted to service sales manager of company with headquarters located at Stamford, Conn.

FORD MOTOR Co. has renewed, for second fall and winter season, "Parade of Sports" covering events at Madison Square Garden, other than professional boxing, over WCBS-TV New York, CBS video station. Agency: J. Walter Thompson Co., New York.

SOUTH CAROLINA PEACH GROWERS Assn. has signed with WEAN Providence, and WMTW Portland, Me., for series of 26 one-minute station breaks on each station. Contract is from July 30 to Aug. 15. Agency: Paris & Peart, New York.

SLOANE-BLABON Corp., New York (makers of linoleum, koroseal, felt base and other floor and wall coverings), has appointed Geyer, Newell & Ganger, New York to handle advertising. Its first national consumer advertising will be launched this fall with details to be announced in near future.

REV. RICHARD BARON, Oxnard, Calif. (religious), has started sponsoring weekly quarter hour transcribed "Voice of Youth" on KTMS Santa Barbara, and KCOY Santa Marie. Other stations will be added. Agency: Lisle Sheldon Adv., Los Angeles.

NETWORK ACCOUNTS

New Business

GENERAL PETROLEUM Corp., Los Angeles (Mobilgas, oil), Sept. 24 starts for 14 weeks "Sam Hayes' Football Roundup" on 49 Don Lee-MBS Western stations, Wed., 7-7:15 p.m. (PST). Agency: West-Marquis Inc., Los Angeles.

Renewal Accounts

STERLING DRUG Co., New York (Bayer Aspirin), July 16 renewed for 52 weeks "American Melody Hour," Wed. 8-8:30 p.m. on CBS. Agency: Dancer-Fitzgerald-Sample, New York. Program has been on CBS under sponsorship since February 1942.

MUSICAL DIGEST MAGAZINE Nov. 2 renews for 52 weeks "Sunday Evening Hour," Sun., 8-9:00 p.m. on ABC. Agency: Kenyon & Eckhardt, New York.

BALLARD & BALLARD Co., Louisville, Aug. 3 renews for 52 weeks "Renfro Valley Folks," Sun. 9:05-9:45 a.m. on CBS. Agency: Henri, Hurst & McDonald, Chicago. Program has been on CBS since February 1943, under same sponsorship.

CAMPBELL SOUP Co., New Toronto, Ont., Sept. 7 renews to Aug. 29, 1948, "Meet Corliss Archer" on 31 Dominion network stations, Sun. 9-9:30 p. m. Agency: Cockfield Brown & Co., Toronto.

Net Changes

WHITEHALL PHARMACAL Co., New York, Aug. 28 switches "Mr. Keen, Tracer of Lost Persons" on CBS from Thurs., 7:30-8 p.m., to Thurs., 8:30-8:55 p.m. Program began summer hiatus on June 23. Agency: Dancer-Fitzgerald-Sample, New York.

MUTUAL BENEFIT HEALTH & ACCIDENT Assoc., Omaha, July 20, changed "A Brighter Tomorrow," with Gabriel Heatter, on MBS, from Sun 9-9:30 p.m. (CDST), to Sun. 6:30-7 p.m. (CDST). Agency: Arthur Meyerhoff & Co., Chicago.

Radio Plays Heavy Role In Osteopaths' Meeting

RADIO is playing an important part in the American Osteopathic Assn.'s 51st annual convention now in session at Chicago's Stevens Hotel. Special broadcasts are being aired over six Chicago AM stations and two networks, as well as over WBKB, Chicago television station.

WJJD, independent station, will air *Posture—Backbone of Health* today (July 21) with three osteopathic specialists taking part. *Early Ambulation* is subject scheduled for presentation July 22, 12-12:30 p.m., over WMAQ-NBC. Independent station WAAF will present *Vacation Pest—Summer Cold* 10:15-10:30 a.m. July 22.

Also scheduled for presentation July 22 is a 15-minute telecast by WBKB on plastic restorations for veterans and civilians. A program entitled *Sleep, Mystery of Life* will be presented by WBBM and CBS July 23, 5:15-5:30 p.m.

First of series of programs was heard July 19 over WLS, 10-10:15 a.m., when station presented an informal discussion, *Flying Doctors*, dealing with only flying club in the world made up of pilot-physicians. *Industrial Fatigue* highlighted presentation of WCFL same day, 11:45 a.m.-12 noon.

WCOP Boston has received certificate of appreciation from Military Personnel Procurement Service of First Army for patriotic cooperation with Army recruiting service.

Marine Corps Preparing Enlistment Disc Series

U. S. MARINE Corps Radio Section is making available this week a transcribed series, *Music You Like*, featuring well known disc m.c.'s, on behalf of Marine recruiting. The first to be sent out to local recruiting offices includes Ted Husing, Bea Wain-Andre Baruch, Martin Block, Bill Anson, Al Jarvis, Woody Herman, Gene Norman, Curt Webster, with others to be selected later.

With each show running 15 minutes, the series is now planned to run 20 weeks. Part of the series is devoted to regular Marine recruiting, part to reserve recruiting. The Ted Husing show was sent out first for a "trial run" and between 750 and 800 stations responded.

Talent is donating services, and permission for a free hand to the Marine Corps in handling the series has been given by AFM, AFRA, ASCAP, BMI and all other organizations concerned. Discs are available from local USMC recruiting offices.

Canada License Fees

RADIO LISTENERS in Canada paid $4,099, 795 for receiver licenses in the fiscal year 1946-47, it was announced in Parliament at Ottawa by Reconstruction Minister C. D. Howe. Of the 1,816,180 receiving licenses issued, 231,470 were for battery-operated sets. Cost of collection was $544,672. Receiving licenses cost $2.50 annually, battery receivers $2. Parliamentary Radio Committee recommended that Canadian Broadcasting Corp. receive full revenue from listener license fees, with Parliament voting funds for Dept. of Transport collection and administration costs.

TURNTABLE

MERILL W. FUGIT has been appointed director of radio sales for Richard Bradley Assoc., national recording and film corporation with headquarters in Chicago. **LEO RABENS**, who recently returned to Richard Bradley Assoc., after military service, has been appointed office manager of firm's Chicago branch.

GERRY COLSON, former continuity chief for KJBS San Francisco, and assistant to program director of KVOD Denver, has been appointed publicity director for Appollo Records. Miss Colson succeeds **NAT LORMAN**, who has been named promotion director for Appollo in the east.

THOMAS J. VALENTINO INC. (Sound Effects Record Library), New York, has appointed Steedle, Rankin & Boyle Inc., New York, as its advertising agency effective Aug. 1. Account had been handled by Donovan & Thomas, New York.

ASSOCIATED BROADCASTING Co., Montreal (programs and transcriptions), is opening an office at Toronto to build programs and do recording work.

BONUS-$-$

Again-WTAR Tops Nation in Audience Delivery

"WTAR Sensational", says The Billboard's "Continuing Program Study" of Bonus Audience Stations, 5-31-47

"—ratings higher than the national average on 10 of the 15 top nighttime shows and, most amazing, delivers the highest single rating of any station in any Hooper city in the country on 6 of these 10. In all, WTAR delivers 124.1 Hooper points in excess of national ratings of the 10 shows. In Norfolk 124.1 Hooper points represent a lot of ears."

Of daytime shows The Billboard, 6-7-47, says WTAR is "pulling the somewhat terrific caper of landing among the first 5 rating producing stations on all 7 of the shows NBC has in the standings"—with first place in 3 of them.

Thrifty Choice

You have MORE customers and MORE "buying dollars" ready for you in the Norfolk Market NOW than in '46, '45, or '44 (Sales Mgt.'s Survey of Buying Power, '44 through '47).

And WTAR delivers them at less cost per sale, with MORE listening customers, national and local programs, than all other stations combined (Hooper CM, Fall-Winter, '46-'47). Listening to outside stations almost nil.

Let Us Tell You More About It

WTAR

NBC AFFILIATE

5,000 Watts Day and Night

NORFOLK, VIRGINIA

National Representatives: Edward Petry & Co.

Operator, WTAR-FM on 93.1 frequency

TOMMY DORSEY

DISC JOCKEY SHOW

Starting Sept. 8th
Monday thru Friday
1:30 to 2:30 p.m.

Make Tommy Dorsey your star salesman and watch him sell — sell — sell. Available now in quarter-hour strips at extremely moderate cost. Call or wire WMAL or ABC Spot Sales today!

WMAL

5000 WATTS 630 K.C.
BASIC ABC NETWORK
Washington, D. C.

AGENCIES

VINTON FREEDLY Jr., who has been with sales department of American Tobacco Co., New York, for seven years, has joined radio department of Foote, Cone & Belding, New York, agency handling advertising for American Tobacco Co. Mr. Freedly will work on the account in agency's radio department.

GORDON A. KNAPP Jr. and **HAROLD W. SHEPARD** have formed Knapp-Shepard Inc., at 480 Lexington Ave., New York. Mr. Knapp is former production manager of The Advertising Research Foundation Inc., New York, and Mr. Shepard previously was assistant account executive at The Blow Co., New York.

KING HARRIS and **PARKER WOOD** have joined Manning & Russell Adv., San Francisco, and firm has changed name to **MANNING, RUSSELL, HARRIS & WOOD INC.** Mr. Harris was with NBC in San Francisco before the war

Mr. Harris

Mr. Wood

and recently has been with Edward Petry Co., station representative. Mr. Wood formerly was in charge of sales promotion for Borden Co. and before war was with San Francisco office of Botsford, Constantine & Gardner. Both men are Navy veterans.

JAMES FONDA, co-director of talent in Hollywood office of Foote, Cone & Belding, has been appointed radio director of agency's Chicago office, and **HARRY F. DIETER** has been appointed manager, radio department. Mr. Fonda will assume duties in Chicago Sept. 15. **RICHARD DAVIS**, assistant producer of the Pepsodent Bob Hope show, is acting as radio director in Chicago until Mr. Fonda completes his West Coast assignments.

KENNETT W. HINKS, vice president and account executive of J. Walter Thompson Co., New York, is in Hollywood for 10 days discussing fall plans of CBS "Lux Radio Theatre," resuming tentatively Aug. 25.

EDWARD MAZZUCCHI, Fuller, Smith & Ross, Inc., account executive for export, has left for three months survey of advertising and sales promotion opportunities in South America.

CATHARINE OGLESBY, former president of Catharine Oglesby Adv., New York, has joined Warwick & Legler, Inc., that city, in an executive capacity.

RANDOLPH M. BROWNE, JR., former account executive with Foster & Davies Agency in Cleveland, has joined Geyer, Newell & Ganger as account executive in Detroit office. He will work on Leonard Div. of Nash-Kelvinator account.

MAXIMILIAN ELSER, JR., editorial head and chairman of plan board of the public relations department, and **BEN J. COTHRAN**, account executive in same department of J. Walter Thompson Co., New York, have resigned to establish a general public relations firm to be known as Elser & Cothran, located at 521 Fifth Ave., New York. Both men are war veterans and former newspapermen.

EMANUEL E. RAICES, formerly of Frederick-Clinton Co., New York, has joined Morton Freund Adv., New York, as member of the executive staff.

EDMUND B. ABBOTT, vice-president in charge of radio for John W. Shaw, Inc., Chicago, and Julia Becker Conn, were married in St. Paul, Minn., week end of July 5-6.

VICTOR D. L. DYER, timebuyer of MacLaren Adv., Toronto, wrote the fourth in series of booklets, "What Timebuyers Want to Know," being issued by William Wright, Toronto, station representative.

E. J. SPERRY, associated for past seven years with The W. E. Long Co., Chicago, resigned effective July 18 to enter business of his own.

B. HAROLD MILLER has been appointed manager of Makelim Assoc. New York office. Mr. Miller is known as a leader in advertising association activities. He was a J. Walter Thompson Co. executive for many years and has been associated with several other agencies. He is past president of Industrial Advertisers' Assn. and chairman of Display Committee of the ANA and director and co-founder of Point of Purchase Institute.

Mr. Miller

ALLAN C. GOTTSCHALDT, formerly of Charles W. Hoyt Co., New York, has joined Badger & Browning Inc., Boston, and Badger & Browning & Hersey Inc., New York, as merchandising director.

M. HENDRICKS BROUGHTON, formerly of B. Altman firm, New York, and publicity department of American Red Cross, has joined copy staff of Elliott-Daly, San Francisco office.

GRACE WALLACE, former account executive with Tracy, Locke, Dawson Inc., Dallas, and prior to that with the radio department of Ruthrauff & Ryan, New York, has been appointed director of advertising and sales promotion of the Prince Gardner Co., St. Louis.

GEORGE W. HEILAND, production manager of the Chicago office, and **PATRICK DOLAN**, managing director of the London office, have been elected vice presidents of Foote, Cone & Belding.

EDWARD ALESHIRE, formerly with H. W. Kastor & Sons, Chicago, as general manager, later vice president and radio director of Benton & Bowles, Chicago, and manager of Geyer-Cornwell & Newell's Hollywood office, has joined Harry B. Cohen Adv., New York, as director of copy, radio and all other creative services.

RAY H. HUHTA, former assistant media director with Fuller, Smith & Ross and prior to that with Kenyon & Eckhardt, New York, has joined John A. Cairns & Co., New York, as director of media.

JOHN C. RITCHEY, director of copy department and member of plan board of Albert Frank-Guenther Law Inc., New York, has been elected a vice president of the agency.

ROGER L. WENSLEY, president of G. M. Basford Co., New York and Cleveland, and Mrs. Wensley have left for Europe, on the Queen Elizabeth, where Mr. Wensley will consult with officials of Institute of Inc. Practitioners of Advertising, and the Advertising Assoc. in connection with British export advertising activities.

GEORGE JANDA, former freelance writer for Chicago stations and also statistician for Bert Wilson, sports announcer for WIND Chicago and Midwest Baseball Network, has been appointed radio director of Agency Service Corp., Chicago.

CLIFFORD M. STODGHILL, Jr., former radio freelance writer in Illinois and California and formerly with public relations in AAF, has been appointed account executive on radio with Simmonds & Simmonds Inc., Chicago.

AL REIWITCH, former account executive with Chicago office of Bozell & Jacobs Inc., has been named an associate in Adv. Agency Assoc., Chicago.

H. ROSS POTTER, formerly with La Roche & Ellis, New York, as account supervisor, vice president and director, joined executive staff of Dancer-Fitzgerald-Sample, New York, effective July 15.

RUTH JAROS, formerly with Joseph Katz Co. and prior to that with Benton & Bowles, New York, has joined copy staff of Dancer-Fitzgerald-Sample, New York.

DAVID G. LYON, of Cecil & Presbrey, New York, has been promoted to position of vice president.

FRED STRAUSS, vice president of Hugo Scheibner, Inc., Los Angeles, is on indefinite leave of absence to take over duties as executive director of Textile Assn., that city.

DOROTHY STREETER, former account executive of The Tullis Co., Hollywood, has joined Lisle Sheldon Adv., Los Angeles, in similar capacity.

JACK DONAHUE, account executive of Pat Patrick Co., Glendale, Calif., agency, is the father of a girl.

IRVING ATKINS, writer-producer, has been named West Coast representative of Cruttenden & Eger, Chicago agency, and is headquartered at 1680 N. Vine St., Hollywood.

Tests Completed

FIRST ANNUAL examination by American Assn. of Advertising Agencies to attract and screen high calibre young people for the agency business has been completed under auspices of area AAAA councils and chapters. In 10 cities across the country 544 candidates were tested. Following examination scoring, successful records and candidates will be referred to members' agencies. Field, in addition to radio, covers copywriting, contact, plans and merchandising, mechanical production, media, research, layout and art.

Don't just advertise—SELL with

WREN
TOPEKA

Full coverage
of 400,000 listeners in Topeka's 21-county Kansas trade area! *Soon*—5,000 watts night-time too!

NEWS

JERRY GORDON, formerly with CBS Washington bureau news room; **WILLIAM MINETTE**, recent graduate of Stanford U.'s journalism school and **WILLIAM GREER**, formerly of the OIC, New York, have been added to the news staff of KPO San Francisco.

HAL TERKELL, formerly of CBS and KDKA Pittsburgh, has joined WHLI and WHNY (FM) Hempstead, L. I., N. Y., as newsman.

HARRY ROBERT, sportswriter, has started a series of sports broadcasts over KYW Philadelphia, heard daily, Mon. through Sat. from 6:15-6:20 p.m.

ADOLPH MAYER Jr., newswriter, has resigned from staff of KPO San Francisco, to become news director of KFBK Sacramento.

ROBERT CURTIS, former KWSC Pullman, Wash., sports director has been appointed sports director of KMYR Denver, Colo.

TED GRACE, well-known news commentator in Michigan area, has joined WWJ-TV Detroit, doing newscast Tues.-Sat. at 7:30 p.m.

EDWARD TOMLINSON, NBC commentator and adviser on Inter-American affairs, will make six-weeks trip through Latin American, including coverage of the Pan-American Treaty Conference in Rio De Janeiro which begins Aug. 15. He will leave the U. S. Aug. 2.

JACK E. KRUEGER, news editor of WTMJ Milwaukee, received a citation for exceptional quality in radio newswriting from Sigma Delta Chi, national professional journalism fraternity. Award was based on scripts submitted for two WTMJ programs—"Background of the News" and "Today's Events."

FRANK KORCH, sports director of WGN Chicago, and Virginia Mello, formerly with Chicago Journal of Commerce, were married in Chicago last month.

ANDY HICKEY, chief of WNEB Worcester, Mass., news staff, is the father of a boy.

GEORGE GRAY, former announcer and news editor for WGBS Miami, has joined WHOB Gardner, Mass., as news and special events director.

GRANT PRICE, newscaster with KTRI Sioux City, Iowa, has assumed position of news editor and will handle three newscasts daily.

ROBERT SCHWARTZ, former KWSC Pullman, Wash., news editor, has joined news department of KVNI Coeur d'Alene, Idaho.

Philco Canadian Plans

PHILCO Corp. of Canada, Toronto announced plans for its fall campaign at a meeting of station representatives and Canadian Broadcasting Corp. at Toronto on July 10. A total of 35 Canadian stations will be used for the recorded Bing Crosby program, to be aired Wednesday evenings at 10 p. m. wherever possible. Stations used will be the Dominion network stations used during the winter and spring campaign with additions, but program will not go network, and commercials will be in conjunction with local dealers, at national rates. Program starts Sept. 28 for 39 weeks, and is being handled by Hutchins Adv. Co. of Canada, Toronto.

CJRL Kenora, Ont., is putting up a new antenna system to be ready before end of July, to go with new 1-kw transmitter installed recently.

Sportscasters Meet

TO PROMOTE sports and sportscasting in West Virginia, stations in that state have formed the West Virginia Sportscasters Assn. Twelve stations were represented in the initial meeting when the following officers were elected: Ernie Saunders, WCHS Charleston, president; Jack Bradley, WSAZ Huntington, vice president; Joe Farris, WGKV Charleston, secretary-treasurer. Following organization, the radiomen were invited to meet jointly with sportswriters group and compete with the scribes in a golf tourney. Results: Tommy Woodrum of WTIP Charleston, topped all the sportswriters with an 87 score.

ALDEN PUTS OUT $250 HOME RECORDING UNIT

A CHAIRSIDE facsimile recording unit, containing a 4-inch recorder manufactured to RMA standards and an amplifier, housed in a mahogany cabinet made specially for home use and becoming a smooth-surfaced end table when the recorder is not in use, can be purchased for $250 from Alden Products Co., Brockton, Mass., according to a tentative price list issued by the company.

An affiliated company, Alfax Programs Inc., Wellesley, Mass., for $500 offers a three-fold service to purchasers of Alden facsimile equipment: 1, to assign a person to representatives of the customer to familiarize them with the equipment and to demonstrate it to them for three days at the Alden plant; 2, to supply a technician to go anywhere in the country for customer instruction for five days; 3 to provide a limited number of tests for the customer and typical programs for use with the scanners, and to consult on program possibilities.

Tower Work Halted

DELIVERY of a 410-ft. AM-FM tower for WJMJ Philadelphia was made to the tower site in Delair, N. J., within 31 days by Stainless Engineers, 50 Church St., New York, but a court order in the WCKY-FCC dispute [BROADCASTING, April 28] stopped construction work when 210 feet of the tower had been erected, Henry J. Guzewicz, of Stainless Engineers, reports. Mr. Guzewicz and Richard J. Eberle organized the construction firm upon their release from service last year. Firm is headed by Walter L. Guzewicz, who resigned recently as engineering and works manager of Piaseck Helicopter Corp.

WMLO

MILWAUKEE'S *Aggressive* STATION

Announces

THE APPOINTMENT OF

JEROME SILL

AS

EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

★

1000 WATTS—1290 KC
NON-DIRECTIONAL

REPRESENTED BY

JOHN E. PEARSON COMPANY

NEW YORK • CHICAGO • KANSAS CITY • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WRVA Manager Critical Of Radio Sales Story

EDITOR, BROADCASTING:

Your story in the July 14 issue of BROADCASTING concerning Radio Sales representation of WRVA is so contrary to our understanding of the intention and desires of Radio Sales in pursuing the matter of spot broadcasting that I urge you to get direct from Mr. Van Volkenberg of Radio Sales a corrected statement.

We are distinctly and very definitely not interested in any move to line up affiliates in network representation of spot broadcasting, and the fact that Radio Sales intend to add only two or three stations to their present small list is a big reason why we felt they could satisfactorily represent us.

Your opening paragraph is "news to us." Maybe your writer has some inside information that we don't have, but I rather imagine he has put into words some very erroneous impressions.

C. T. Lucy
General Manager
WRVA Richmond, Va.

July 15

* * *

Van Volkenburg Clarifies His Point:

EDITOR, BROADCASTING:

There is need for clarification of your article in last week's issue of BROADCASTING as to the "expansion" plans of Radio Sales.

We do not have a campaign under way to sign up network affiliates for purposes of national representation nor do we have any such plan.

Station representation is the business of Radio Sales and, while it does not plan to engage in widespread expansion in this field, it will consider sales representation for those stations who request it and for whom Radio Sales feels it can be of real service.

J. L. Van Volkenburg,
General Sales Manager
Radio Sales, New York.

Editor's Note: See editorial, "Trend or Trouble?" on page 46.

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Craven Explains WOL's Use of Race Results

EDITOR, BROADCASTING:

I noted with interest the article in the current issue of BROADCASTING by Jeremiah Courtney, relative to broadcasting racing news. I also note that in this issue you mention that WOL will commence broadcasting the racing results as a matter of "public interest."

. . . I consider Courtney's article . . . a reasonable analysis of the situation. I do not accept, however, the implication that the FCC has any jurisdiction in the matter. Also, how the broadcasting of racing news can be considered unfair trade practice is still difficult to comprehend in spite of Courtney's explanation.

I have analyzed the radio situation here in Washington. One fact that is clear is that the people of Washington are sports conscious and like to be informed of sporting results. To deny them this type of service merely because some persons in authority believe that horse racing, prize fights, wrestling, and other similar sports, are obnoxious would be utterly foolish. As Manager of Station WOL, I believe it is our duty to recognize the desires of the people of Washington. One of our policies is to become a part of the community life of this city.

I was tremendously impressed by an unsolicited telephone call from a former secretary to a former president of the United States. He did not know me personally. He demonstrated that he was a student of radio programs. He has been listening to Washington radio programs for a period of years. He is a very intellectual gentleman, experienced in life, experienced in public affairs and has as good a cultural background as anyone would desire. His opinion of Washington programs was they had been deficient in furnishing the public of Washington with sporting news. He stated that this public wanted such news.

Fortunately, just prior to his call, we, at WOL, had adopted a policy to fill in this gap. We had moved Art Brown, who is an able sports analyst, from his position as "Morning Man" at WOL to an afternoon program consisting of music, news and sports. The following is our policy concerning this program:

(1) This program is designed to interest the entire public.
(2) Our objective is to secure and sustain a large listening audience from all sections of the public.
(3) The music and continuity is to be broadcast in Art Brown's in-

A WHALE OF A DIFFERENCE!

Our five-times-stronger voice makes a whale of a difference in your plans for selling the rich Pittsburgh market. With a 500% greater daytime and 65% greater nighttime audience in the five MV M area, we're blanketing 1-1/3 million people with a strong signal. This, plus our reasonable 5,000 watt rates, makes KQV the real buy in Pittsburgh.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

FIRST

IN READERSHIP
of the general advertising press
20 reader surveys prove close to 2-1 preference for

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

imitable style which is so well-liked by so many people.

(4) The news is designed to keep the public informed of latest developments. It is to be given at stated intervals. No "flashes" will interrupt the program unless the news is of transcendent importance and of great interest to the people in Washington.

(5) The sports news is to cover all sports. Only very important racing news, such as the Kentucky Derby and the main events in nearby tracks, is to be "flashed." We do not wish to emphasize racing results over any other sports, such as baseball, basketball, football, hockey, tennis, golf, etc. In particular, we do not wish WOL to be relied upon to give instantaneous racing results in such a manner that the news is useful for gambling purposes. We desire that WOL present a dignified service of sporting news which is of interest to those who follow sports but which is not useful to bookmakers or gamblers. For example, we wish to parallel (insofar as comparisons can be made) the format of the several dignified newspapers in the City of Washington.

I thought the foregoing might be interesting to you because the policy was formulated prior to the publication of Courtney's article in your magazine.

T. A. M. Craven
Vice President
Cowles Broadcasting Co.
Washington 6, D. C.

July 11

Editor's Note: Mr. Craven was an FCC commissioner from Aug. 21, 1937, to June 30, 1944.

* * *

Recommends Magazine As Study Material

EDITOR, BROADCASTING:

. . . We have a student body which includes some fifty-five veterans training under the G.I. Bill of Rights. The students really stand in line for a chance to read each copy of BROADCASTING as it comes in and they wait for it eagerly. It has occurred to us that we might recommend BROADCASTING as part of the study materials.

CHLOE OWINGS, Director
Pasadena Inst. for Radio

July 11.

Editor's note: Student data with full subscription details on the way.

Bands Read 'Press' . . . Not 'Radio'

EDITOR, BROADCASTING:

Correct me if I'm wrong, but aren't those clever little arm bands worn by Nelson and Murray a nice plug for radio? Aren't I a rebel?

Ed J. Hennessy
Program-Promotional Mgr.
WRBL Columbus, Ga.

July 10

Portion of the picture in BROADCASTING *July 7 showing coverage of the Golf National Open at St. Louis.*

* * *

BROADCASTING will not publish anonymous letters. Where circumstances justify the request the Editors will withhold the name of the writer.

SPOSA WRITES BOOK ON TV PROGRAMMING

TELEVISION PRIMER ON PRODUCTION AND DIRECTION by Louis A. Sposa. McGraw-Hill, New York ($3.50), 195 pages.

TELEVISION—and what makes it tick from the program end—is the theme of a new manual by Louis A. Sposa, director of commercial operations for television station WABD New York, and television instructor at New York's City College and New York U.

Mr. Sposa sets out to correct the impression held by many that television is some glamorized, furbelowed, distorted fantasy and presents it simply and clearly as a medium of electronic circuits, ideas, entertainment and service. With his wide experience he is able to cover the vast latitude of techniques involved in putting on a show, from script writing to use of the camera, make-up and costuming. In addition, he covers such other phases as programming, scenic designing, lighting methods, art work, titles, video effects, microphones and televising motion pictures.

Looking to the future, Mr. Sposa predicts that "international television across the ocean is a development barely a decade away." This, he says, "will mean international standards, international language, international programming hookups and international thinking."

Your Best MOVE for Greater SALES

Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

Cleveland listeners have made their move. The recent Cleveland Press Radio Poll gives WJW more *firsts* in listening popularity than any other Cleveland station.

Now . . . for increased sales and greater profits . . . it's your move!

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

KSO DES MOINES
The Best Buy in Central Iowa

These TWO *EXCLUSIVE FEATURES Give You Iowa's RICHEST MARKET In ONE package On ONE station

• • • •

*1.—Central Iowa's ONLY CBS Station

2.—Response Rated Programming

• • • •

Get the complete KSO story from your nearest Headley-Reed representative today.

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co. NATIONAL REPRESENTATIVES

The Shortest Route To Results in This Area Is Via
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS SOON!

IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

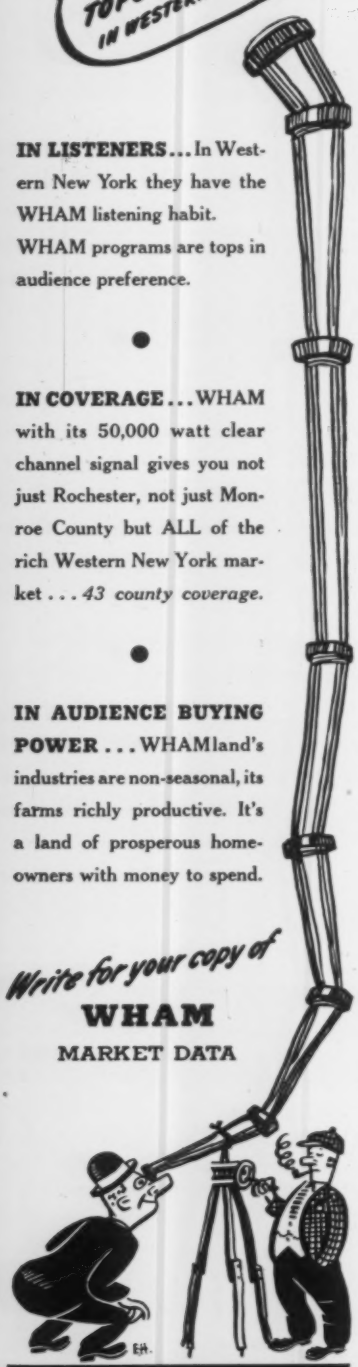
●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market... *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of
WHAM
MARKET DATA



WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

PRODUCTION

WARREN McCLOY, former head of Radio Division of Veterans Administration in Pacific Northwest, has been appointed continuity director of KIRO Seattle. He succeeds **EVELYN MARBLE,** who resigned to devote full time to domestic duties. Mr. McCloy was one time continuity director of KOMO Seattle. **ANN BOWDEN,** former home economist, has joined KIRO continuity staff.

L. BALDWIN HARPER, former producer-director with WTOP Washington, has been appointed program director of WKBN Youngstown, Ohio. Mr. Harper has been in radio for 24 years, starting with KYW Chicago and later moving to CBS in New York. He is a veteran of World War I and served in second World War with New York Branch of Office of War Information as supervisor of production.

Mr. Harper

PAUL PATRICK, continuity director of KGLO Mason City, Iowa, has resigned to join program department of WLCX LaCrosse, Wis. **ED HASKINS** has joined KGLO staff as continuity director.

DEAN LUCE, former staff announcer at WARL Arlington, Va., has joined announcing staff of WMAL Washington.

TONY STEPHEN has joined announcing staff of KSEL Lubbock, Tex.

DONALD L. ENGLE, formerly with NBC in New York and WHAM Rochester, has joined **WINX** and **WINX-FM** Washington, as music director. Mr. Engle comes to WINX from Library of Congress where he was member of music department.

JAY SERWIN, formerly with WLAW Lawrence, Mass., and WTTM Trenton, N. J., has been appointed program-production manager of WOTW, new AM grant at Nashua, N. H.

BILL CARLSON, formerly with stations in Madison, La Crosse and Kansas City, has joined announcing staff of WTMJ and WTMJ-FM Milwaukee.

FRANK LODGE, of engineering department of WING Dayton, Ohio, has been named assistant music director of that station.

LEE ELLIS, former record m.c. at WFNC Fayetteville, N. C., has joined announcing staff of WEEI Boston, as summer replacement.

JACK LYMAN, producer of NBC Hollywood, and **EVE BOHNE,** formerly of network's production department, were married on July 12.

STEVE ALLEN, disc m.c. on KHJ Hollywood, has shifted to KNX, that city, as m.c. of six weekly "Breaking All Records."

ROBERT SCHILLER, writer on NBC "Duffy's Tavern," and **JOYCE HARRIS,** Hollywood radio actress, were married July 20.

GENE BOUCHIER has joined announcing staff of WPDQ Jacksonville, Fla.

CHARLOTTE GRAY, new to radio, has joined WHOB Gardner, Mass., as woman's director and traffic manager. She is the wife of **GEORGE GRAY,** WHOB news and special events director.

JAMES OLIVER TURNER, formerly with WSTP Salisbury, N. C., has joined announcing staff of WMBG Richmond, Va.

ROBERT CONCIE, former announcer at KWSC Pullman, Wash., has joined announcing staff of KFIO Spokane.

LEROY HALE, formerly of KWSC Pullman, Wash., has joined writing-producing staff of KTBI Tacoma, Wash.

WARREN DURHAM, former announcer of KWSC Pullman, Wash., has joined announcing staff of KXLY Spokane.

CLIFF OLIVER, formerly with WOPA Vienna, Austria, and **ROBERT K. SMILEY,** formerly with WAKR Akron, Ohio, have joined announcing staff of WHBC Canton, Ohio.

ED SCOVILL, director of CBS talks and special events in Washington, D. C., is the father of a girl, Aimee, born July 7.

RUTH ROBERTS, formerly with WOMT Manitowoc, Wis., WEDC Chicago, and WJOL Joliet, Ill., has rejoined continuity staff at WJOL Joliet.

MILDRED MONK, of KIRO Seattle music library staff, has been named head of that department, succeeding **VIVIAN OGDEN,** resigned.

ED BAILEY, NBC Chicago producer, joins Ralph Edwards Productions, Hollywood, as director of NBC "Truth or Consequences," when program resumes Sept. 6. He replaces **BOB SEAL** who resigned to become program manager of KGIL San Fernando, Calif., now under construction [BROADCASTING, July 14].

PAUL MASON has joined announcing staff of WREN Topeka, Kans. He served with WREN last year as a student announcer.

CLIFF JOHNSON, former staff announcer for WBBM Chicago, who has been on the west coast, has returned to station's announcing staff.

LETTY BARBOUR, former featured vocalist on New York and Chicago network programs, has joined the staff of KMOX St. Louis, as singing mistress of ceremonies on a new program.

DAVID RANDOLPH, on leave of absence as music consultant to State Dept.'s OIC, will replace **BEN HYAMS** as music annotater for CBS effective July 14. Mr. Hyams will visit Hawaii while on leave of absence from the network.

JERRY BURNS, announcer and special events man, rejoined KXOK St. Louis, on July 20. Mr. Burns has recently been a feature announcer on KDYL Salt Lake City.

ROBERT Q. LEWIS, CBS comedian, was taken to New York's St. Clare Hospital July 11, reportedly suffering from Rocky Mountain Spotted Fever which he may have contacted while visiting parents. Comedian **AL BERNIE** replaced Mr. Lewis on Friday night program and **BILL CULLIN,** m.c. of "Winner Take All," will substitute on Mon.-Fri. strip.

DAVID H. HARRIS has been appointed program director of New York State Radio Bureau effective July 1. Mr. Harris formerly headed a program packaging agency in New York, and previously was program director of WOL Washington and program-production manager of WTAG Worcester, Mass.

NANCY OSGOOD, director of women's activities for WRC Washington, has been named chairman of Washington, D. C., area of Assn. of Women Broadcasters. She also has been appointed chairman of membership committee of Women's Adv. Club of Washington.

DENNIS OLORENSHAW, from England, has joined CHUM Toronto, as publicity director. He served with the RAF during the war, training in Canada, and prior to war was with advertising department, radio division, of Lever Bros. Ltd., London.

GIVING on-the-scene descriptions of flood conditions along the Mississippi are this crew from WTMV E. St. Louis, Ill., pictured aboard the Coast Guard Cutter "Foxglove." They include (l to r): Joe Prendergast, commercial executive; Paul M. Enright, program director; Frank Imboden, commercial executive; Jonn Sabin (holding microphone), news director; Dodd Boyer, publicity and promotion director; Jack Taylor, engineer (seated).

JACKIE PERRONE, formerly with UP and editorial assistant to NBC's **H. V. KALTENBORN,** has joined the continuity department at WIS Columbia, S. C.

DIXIE KING has joined continuity staff of WPTF Raleigh, N. C.

VINCENT LEE, formerly of WBET Brockton, Mass., has joined announcing staff of WCAU Philadelphia.

PEGGY COMFORT has joined continuity staff of KVOO Tulsa, Okla., and **NELLE MARIE SKINNER** has resigned.

HENRY SENFT, formerly of WKAP Allentown, Pa., and **JOEL KRIEGER,** formerly of WGAS Utica, N. Y., have joined WHLI and WHNY (FM) Hempstead, L. I., N. Y., as announcers.

HOWARD BRADFORD, formerly with AAF and an Oklahoma oil company, has joined WKY Oklahoma City, continuity department as copy writer.

EARL ZEIGLER, staff photographer of NBC Hollywood, is on 90-day leave from network, for active duty with Army as captain.

"Leggo dog—I gotta get home to mah soap opera on WFDF Flint."

America's favorite 250-watt AM transmitter model BTA-250-L

WITH OPERATING FEATURES as familiar to broadcast engineers as station call letters, RCA 250-watt AM transmitters . . . more than 350 of them . . . have been making close friends with station owners since 1940.

Need we say more?

See your RCA Broadcast Sales Engineer, or write RCA, Broadcast Equipment Section, Department 19-G, Camden, New Jersey.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Script Contest

SPONSORED by the Radio Writers Laboratory, the All-American script contest is underway for students in radio writing courses and continuity writers in U. S. and Canadian stations. First prize will be $100, second $50, third $25 and fourth to thirteenth awards of $10. In addition, 40% royalties will be paid on scripts sold through RWL channels. Judges include Millard Lampell, radio writer; Herbert C. Rice, MBS program director; H. R. vonDorster, RWL script director, and Richard B. Gehman, director of the contest. Entries must be mailed by Aug. 15 and should be addressed to All-American Script Contest, RWL Scripts, RWL Scripts Bldg., Lancaster, Pa.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman *Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.
Phone EXecutive 3929
RADIO CONSULTANTS, INC.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
1833 M STREET, N. W.
EXECUTIVE 1230 WASHINGTON 6, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Certified Frequency Measurements
RADIATION STANDARDS LAB
Columbia 5, South Carolina

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

PROGRAMS

COMBINATION of musical entertainment and a quiz is basis of "Your Move" program on WPEN Philadelphia, which is replacing "Where Can I Live?" show, sponsored for two years by Quaker Storage Co., Philadelphia. Quaker Co. also is sponsoring "Your Move." Format of new program consists of 10 to 15 questions about a famous Philadelphian. First listener to phone in correct identity receives $5 prize. Award accumulates in event celebrity is not identified. Agency is Julian T. Pollock Co., Philadelphia.

Civic Quiz

TO FAMILIARIZE citizens of Hartford, Conn., with the provisions of new city manager charter, guests on the early morning "Shopping By Radio" program on WDRC Hartford, are asked a jackpot question relating to some feature of the charter. Correct answer brings a valuable award. Failure to respond accurately means an additional award the next day.

Lady Baseball Fans

TO CREATE interest for baseball among its women listeners, KCRC Enid, Okla., now has "Hit and Run Club," membership limited to women only. To become a member, listener sends postcard with her name, address and name of favorite Enid Cardinal baseball player to the station. Once a week KCRC designates a home game "Hit and Run Night" where all cards are shuffled and each time the ball club makes a run, steals a base, or makes a home run a card is selected and a prize goes to the member. KCRC reports that one thousand women have joined and memberships are still coming in.

Video Packages

FOUR NEW programs have been started on WPTZ, Philadelphia television station, all packaged shows ready for sponsorship. "Record Shop," Wed. 8:15-8:30 p.m., packaged by Roger Cortlandt, features Maxine Marlow, vocalist, and guests who come into her record shop. Cameras dolly in showing a spinning record and dissolve to locale of disc. Motor trips around Philadelphia are presented in "Highway Highlights," Fri. 8:20 p.m., written by John Franklin, of WPTZ staff, and film shot by its motion picture staff. Philadelphia personalities and their hobbies comprise format of "Hobby House" on Thurs. 9:20 p.m., also produced by Mr. Franklin. "Sports Scrapbook," Wed. 7:45-8 p.m., features a story each week and interviews with sports personalities. It is written and produced by Stoney McLinn.

'Communism and Democracy'

FORUM type series is being presented by KQW Pittsburgh, titled "Communism and Democracy," bringing to listeners the verbal viewpoints of both sides of the news. Initial show, heard Friday, July 11, 9:30-10:00 p. m. (EDT), featured David Grant and James Dolson representing the Communist Party with Judge Blair F. Gunther and Robert Lieberman speaking for democracy.

Youth Activities

TO ANSWER the question "What about the younger generation?" KFAB Omaha, Neb., set aside a quarter-hour morning strip during June and 300 boys and girls were interviewed. The broadcasts took place from various youth centers, Boy Scout camps, 4-H Club activities, and U. of Nebraska. There were 1,500 young people participating in the broadcasts which showed the people of Nebraska just what the younger generation is doing.

Video Talent Hunt

OPPORTUNITIES are being offered by WBKB, Chicago video station, to individuals, organizations and advertising agencies who want to try out new shows with view to eventual sponsorship of package. Program "Showcase Night" is designed to encourage hunt for new talent and it must be offered as a package ready for camera. If accepted the show will be telecast at least once and sponsors may be invited to view it. Audience also is asked to write or phone its comments.

Give-Aways—By Audience

BILL HINDS gives away bags of groceries, sets of aluminum and other items daily on his "Brunch With Bill" show on KDKA Pittsburgh, but the process was reversed when 34 farmers' wives took their seats among the studio audience loaded down with products raised on their own farms. Mr. Hinds, the cast and the orchestra found themselves on the receiving end of six dozen eggs, six fully dressed chickens, flowers, homemade pies, bread and cakes, baskets of strawberries and wide variety of vegetables. Mr. Hinds says this sort of thing may revolutionize radio—he hopes.

Results

HARD-HITTING facts behind the scenes of juvenile delinquency are presented on "Report Uncensored," which started July 7 on WBBM Chicago. Station reports that following premier broadcast, scores of letters came to the station from listeners asking, "How Can I Help?" Some listeners have volunteered to organize clubs for teenagers. One couple is making inquiry on how to adopt a boy who needs family guidance. These are the results at which WBBM aimed when it started this series of reports on juvenile crime in Chicago and Cook County. Presented in cooperation with Chicago Bar Assn., series is culmination of four months of research and study on solutions to this national problem.

Webster Is Judge

WEBSTER'S unabridged dictionary is the impersonal judge and jury on "What's the Good Word?" program heard weekly on KGO San Francisco. This half hour show features competitions arranged between various bay area social, fraternal, business and dramatic clubs, in an old-fashion spelldown.

'Rod and Road'

HIGHWAY BULLETINS and fishing tips are presented on new three-weekly series on KFEL, Denver. Sponsored by Cottrell's, local men's store, series, titled "Rod and Road Reporter," features information on road conditions and tips on good fishing in Colorado's mountain streams.

Playground Feature

SATURDAY MORNING tours of city's playgrounds are made by CKWX Vancouver, B. C., for its "Safety Club of the Air" program, sponsored by Crone Storage Co. Ltd., Vancouver. Get-togethers are organized by the playground supervisors for the broadcasts, and program includes track events, treasure hunts, varied sports and stunts.

Weather Forecasts

COMPLETE weather forecasts for lakes Huron, St. Clair and Erie, giving data of special interest to sailors, have been incorporated in daily newscasts over WJR Detroit, as summer policy of station. Forecasts are included on 8 a.m. and 3:30 p.m. weekday news programs.

New Sponsors

TWO NEW names have been added to the list of sponsors for *The Adventures of Buddy Bear*, daily juvenile strip distributed by Kasper-Gordon Inc., Boston. They are Mrs. Conkling's Bakeries on KSDJ San Diego, Calif. and The Cradle Shop on WHPE North Point, N. C. and KRIG Odessa, Tex. Show is scheduled to take air Sept. 8 simultaneously in markets throughout the country [BROADCASTING, June 16].

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
35 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1106 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 1506R

ANDERSON & MERRYMAN
New York City
33 W. 42nd St.
Wis. 7-9391-2
New Orleans
American Bank Bldg.
Raymond 0111
Laboratories: Baton Rouge, La.
Roosevelt Road

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

PLUG-IN AMPLIFIERS BY Langevin

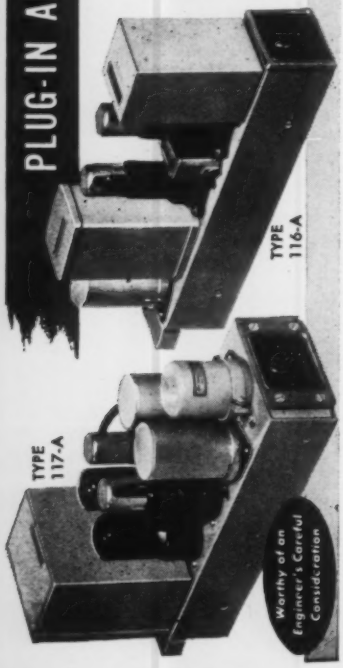
These Langevin PLUG-IN units are all the amplifiers you need for complete studio audio facilities!

A pre-amplifier or booster, Type 116-A with PLUS 18 DBM power output—less than .5% total distortion from 50 to 15,000 cycles—frequency response ±1 db from 30 to 15,000 cycles.

A Program, monitor or booster amplifier, Type 117-A, with PLUS 30 DBM power output—less than .5% total distortion from 50 to 15,000 cycles (For monitor purposes at +39 DBM power output—less than 1% distortion from 50 to 10,000 cycles)—Frequency response ±1 db from 30 to 15,000 cycles.

Write today for our new booklet "PLUG-IN Amplifiers by Langevin"

The Langevin Company
INCORPORATED
NEW YORK 41 W 65 St. · 23 · SAN FRANCISCO 1050 Howard St. · 3 · LOS ANGELES 1000 N. Seward St. 38



ACTIONS OF THE FCC

JULY 11 TO JULY 17

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

July 11 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM-1450 kc

The Sandusky Bcstg. Co., Lake Erie, Bcstg. Co., and The Bay Bcstg. Co., Sandusky Ohio—Made final proposed decision, as mod. by supplemental proposed decision, to grant application of Lake Erie Bcstg. Co. for new station 1450 kc 250 w unl. and to deny mutually exclusive applications of The Sandusky Bcstg. Co. and The Bay Bcstg. Co.

AM—630 kc, 1490 kc

Magnolia Bcstg. Co., Magnolia, Ark.; Ruston Bcstg. Co., Ruston, La., and Hope Bcstg. Co., Hope, Ark.—Made final proposed decision to grant applications of Ruston Bcstg. Co. and Hope Bcstg. Co. for new stations 1490 kc 250 unl. Granted application of Magnolia Bcstg. Co. for new station 630 kc 1 kw D in lieu of original request for 1490 kc 250 w unl.

BY A BOARD

Modification of CP

WXGI Richmond, Va.—Granted mod. CP to change frequency from 720 to 740 kc; also granted mod. of CP for trans. site.

Motion Granted

Sun Coast Bcstg. Corp., Coral Gables, and Lincoln Operating Co., Miami, Fla.—Granted motion of Lincoln Operating Co. to reconsider Commission action in designating application for hearing, remove from hearing docket and grant; said application for new station was granted (1140 kc 5 kw-N 10 kw-LS DA-2 unl.), subject to any interference resulting from WKAX, and approval of trans. site and ant. system by CAA; and accepted application of Sun Coast Bcstg. Corp. to dismiss its application.

Petition Denied

WJOL Joliet, Ill.—Denied petition to reconsider order of Commission designating for further hearing its application for renewal of license.

BY COMMISSION EN BANC

Transfer of Control

WSPA and WSPA-FM Spartanburg, S. C.—Granted consent to transfer of control of Spartanburg Advertising Co. from A. B. Taylor to Surety Bcstg. Co. for consideration of $450,000.

Assignment of License

WORD and WORD-FM Spartanburg, S. C.—Granted consent to assignment of license from Spartanburg Bcstg. Co., partnership, to The Spartanburg Radiocasting Co., corporation, for consideration of $85,000.

ACTION ON MOTIONS

(By Commissioner Hyde)

WJJD Chicago—Dismissed petition for leave to intervene in hearing on application of Pekin Bcstg. Co. Inc.

Des Moines Bcstg. Corp., Des Moines, Iowa.—Dismissed petition requesting Commission to accept late its written appearance in re application of Pekin Bcstg. Co. Inc.

Southern California Associated Newspapers, Glendale, Calif.—Granted petition for leave to amend its application for FM station to specify Class B station in Los Angeles instead of Class A in Glendale. Amendment was accepted and application removed from hearing docket.

KEX Portland, Ore.—Dismissed petition requesting reconsideration of Commission's action of April 29 in granting without hearing application of Yumesa Bcstg. Co.

Pekin Bcstg. Co. Inc., Pekin, Ill.—Granted petition for leave to amend application to specify revised DA, etc.

WBTM Danville, Va.—Granted petition for leave to withdraw appearance in proceeding upon application of Inter-City Adv. Co., Greensboro, N. C.

Miami Bcstg. Co., Miami, Okla.—Granted petition for leave to amend application for CP to show revised DA, etc. Amendment was accepted and application removed from hearing docket.

Modern Bcstg. Co., Baton Rouge, La.—Granted petition for leave to amend application to request 1460 kc instead of 1480 kc etc. Amendment was accepted and application was removed from hearing docket.

KVOL Lafayette, La.—Commission on its own motion removed from hearing docket application.

KMA Shenandoah, Iowa—Granted request to withdraw as party respondent in proceeding in re application of Independent Bcstg. Co. and dismissed petition requesting enlargement of issues in this proceeding.

WJR Detroit—Dismissed petition requesting Commission to redesignate for hearing application of Public Bcstg. Service of Charlotte Inc.

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Granted petition for leave to amend application to change Exhibit C attached to application to show deletion of Pearle K. Largent as director of applicant corporation.

KLO Ogden, Utah—Dismissed petition requesting Commission to reconsider action of April 10 so as to remove one of cond. of grant of petitioner's application or, in alternative, to set aside action granting application of WVNI and designate both applications for comparative hearing.

WDAS Philadelphia—Granted petition to dismiss without prejudice application.

Van Curler Bcstg. Corp., Albany, N. Y.—Granted petition for leave to amend application to show deletion of Samuel K. Aronowitz as secretary, director and 10% stockholder.

Morristown Bcstg. Co., Morristown, N. J.—Granted petition insofar as it requests leave to amend application to specify 500 w instead of 1 kw etc., and to remove application as amended from hearing docket. Insofar as petition requests grant without hearing, it is dismissed.

Wyandotte Bcstg. Co., Wyandotte, Mich.—Granted petition to dismiss without prejudice application.

WFBM Inc., Indianapolis—Dismissed petition requesting reconsideration of Commission's order of June 13 retaining in hearing status petitioner's application for FM station.

Pryor Dillard, Raymondville, Tex.—Granted petition for leave to amend application to specify 1380 kc instead of 1340 kc. Amendment was accepted and application as amended removed from hearing docket.

WBYS Canton, Ill.—Granted petition for leave to withdraw appearance in proceeding upon application of Western Illinois Bcstg. Co.

Alabama-Georgia Bcstrs. Inc., Eufaula, Ala.—Denied petition requesting Commission to reopen record in consolidated proceeding upon its application and that of Andrew College Bcstg. Co. for purpose of receiving into evidence relating to population residing within certain area.

WERC Erie, Pa.—Granted petition for continuance to Sept. 15 of consolidated hearing presently scheduled July 28 in re Dockets 8160 and 6913.

July 11 Applications . . .

ACCEPTED FOR FILING

License for CP

KXO—El Centro, Calif.—License to cover CP as mod. which authorized installation of new trans., new vertical ant. and ground system, and change in trans. and studio locations, and authority to determine operating power by direct measurement of ant. power. Also mod. CP, as mod., which authorized installation new trans., new vertical ant. and ground system, and change in trans. and studio locations, to change studio location.

License for CP

KFAC—Los Angeles—License to cover CP as mod. which authorized increase power, install new trans. DA-DN, and authority to determine operating power by direct measurement of ant. power. Also license to use old main trans. at present location of main trans. for aux. purposes with power of 1 kw and authority to determine operating power by direct measurement of ant. power.

WTIC Hartford, Conn.—License to cover CP as mod. which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

WNOC Norwich, Conn.—License to cover CP which authorized installation of new trans.

WPDQ Jacksonville, Fla.—License to cover CP as mod. which authorized change in frequency, install new DA-N and authority to determine operating power by direct measurement of ant. power.

WKAI Macomb, Ill.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

On The Air Inc., East St. Louis, Ill.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 33.6 kw.

Modification of CP

WKJQ Fort Wayne, Ind.—Mod. CP which authorized new standard station for extension of completion date.

KXXX Colby, Kan.—Mod. CP as mod. which authorized new standard station to make changes in vertical ant. and to change studio location.

WGAN-FM Portland, Me.—Mod. CP as mod. which authorized new FM station to change corporate name to Guy Gannett Bcstg. Services.

WMIN-FM St. Paul, Minn.—Mod. CP which authorized new FM station, to change type trans. and make changes in ant. system.

License for CP

KFMO Near Flat River, Mo.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KSGM Ste. Genevieve, Mo.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WHIN Geneva, N. Y.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—98 mc

Atlantic Bcstg. Co. Inc., New York—CP new FM station (Class B) on 98 mc, ERP 7.2 kw.

SELLS MORE Profits

KFRE FRESNO

ask Avery-Knodel

ROOMAN RADIO STATIONS: KFRE·KRFM·FRESNO – KERO·BAKERSFIELD

Modification of CP

WWNF Fayetteville, N. C.—Mod. CP which authorized new standard station to change type trans., and for approval of ant. and trans. location.

License for CP

WKBC North Wilkesboro, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KGON Oregon City, Ore.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAE-FM Pittsburgh—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WCMN Arecibo, P. R.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

KIJV Huron, S. D.—License to cover CP as mod. which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

KWTX Waco, Tex.—Voluntary assignment of license to KWTX Bcstg. Co.

License for CP

WDVA Danville, Va.—License to cover CP as mod. which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—860 kc

WOAY Oak Hill, W. Va.—CP to increase power from 250 w to 1 kw and install new trans.

License for CP

KWLK Long View, Wash.—License to cover CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJPG-FM Green Bay, Wis.—Mod. CP as mod. which authorized new FM station to change studio location.

Assignment of License

KVOC Casper, Wyo.—Voluntary assignment of license to KVOC Bcstg. Co.

Timberrrr!

IN BOSTON the usually harmless act of felling a tree was not so harmless a fortnight ago, for it cut off power to the WCOP transmitter and telephone lines between studios and transmitters. But the station is thanking its lucky stars it had an auxiliary generator and emergency studio, for they saved the day after only four minutes of silence. The transmitter operator filled in with recordings and announcements from the emergency studio, until station personnel could arrive with additional music and commercials.

TENDERED FOR FILING

Modification of CP

KITO San Bernardino, Calif.—Mod. CP to increase power from 1 kw to 5 kw, install new trans. and make changes in DA, using DA-DN unl. on 1290 kc.

Assignment of License

KCOL Fort Collins, Col.—Consent to assignment of license to The Northern Colorado Bcstg. Co., Colorado corporation.

AM—1230 kc

KBST Big Springs, Tex.—CP change frequency from 1490 to 1230 kc, using 250 w unl. (Request 1230 kc, being vacated by KCRS.)

AM—960 kc

R. G. LeTourneau, near Longview, Tex.—CP new standard station 960 kc 5 kw D.

Modification of CP

KVNU Logan, Utah—Mod. CP to mod. DA-N, using 1 kw unl. DA-N on 610 kc.

July 14 Applications . . .

ACCEPTED FOR FILING

Relinquishment of Control

KVSN San Diego, Calif.—Voluntary relinquishment of control of permittee corporation from C. Arnhoit, J. Frank Burke and John A. Smith to C. Arnholt, J. Frank Burke, John A. Smith and Paul L. Jones.

AM—1580 kc

Southland Bcstg. Corp., North Miami Beach, Fla.—CP new standard station 1000 kc 250 w D. AMENDED to change frequency from 1000 kc to 1580 kc and change trans. and studio locations.

AM—1340 kc

Brunswick-Islands Bcstg. Co., Brunswick, Ga.—CP new standard station 1340 kc 250 w unl. (Facilities of WSAV requested.)

Transfer of Control

WALB Albany, Ga.—Voluntary transfer of control of licensee corporation from Henry T. McIntosh to James H. Gray.

AM—1490 kc

WRLD West Point, Ga.—CP make changes in trans. equipment, install new vertical ant. and mount FM ant. on top of AM tower and change studio location. AMENDED to specify studio location, withdraw request to move trans. and make changes in trans. equipment.

Modification of CP

WBBM-FM Chicago—Mod. CP which authorized changes in FM station for extension of completion date.

WRGK Brookfield, Ill.—Mod. CP which authorized new FM station for extension of completion date.

WEFM Chicago—Mod. CP as mod. which authorized changes in FM station for extension of completion date.

AM—1340 kc

Albert J. Felman, Joliet, Ill.—CP new standard station 1340 kc 250 w unl. (Facilities of WJOL requested.)

FM—Unassigned

The Gate City Co., Keokuk, Iowa—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 21.6 kw.

AM—730 kc

Morehouse Bcstg. Co., Bastrop, La.—CP new standard station 730 kc, 250 w D.

Modification of License

WJMR New Orleans—Mod. license to change hours from D to unl.

AM—1490 kc

The Tower Realty Co., Cumberland, Md.—CP new standard station 1490 kc 250 w unl. AMENDED to change power from 250 w to 100 w.

AM—1520 kc

Floral City Bcstg. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w D.

Monroe Pub. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w D.

Assignment of License

WCJV Columbia, Miss.—Voluntary assignment of license to Lester Williams.

AM—1320 kc

KXLW Clayton, Mo.—CP install new trans.

Modification of CP

WCBS-FM New York—Mod. CP which authorized changes in FM station for extension of completion date.

Modification of CP

WBCA Schenectady, N. Y.—Mod. CP which authorized changes in FM station for extension of completion date.

AM—1240 kc

E. E. Krebsbach, Williston, N. D.—CP new standard station 1240 kc 250 w unl.

Modification of CP

WFOB Fostoria, Ohio—Mod. CP which authorized new FM station for extension of completion date.

KASA Elk City, Okla.—Mod. CP which authorized increase power, install new trans. and change trans. location, for approval of ant. and trans. location.

WESB-FM Bradford, Pa.—CP as mod. which authorized new FM station to change frequency to Channel 248, 97.5 mc, specify studio location, make changes in ant. system and change commencement and completion date.

AM—1570 kc

Charles M. Meredith, Silverdale, Pa.—CP new standard station 1370 kc 1 kw D. AMENDED to change frequency from 1370 to 1570 kc; power from 1 kw D to 250 w D; change type trans. and change trans. and studio locations.

(*Continued on page 66*)

WHIO DAYTON

HAS THE LISTENERS IN THIS No. 1 Market

"MARKETS ARE PEOPLE WITH BUYING POWER"

Air View, National Cash Register Co. Plant, Dayton, Ohio.

170,000 wage earners live in the Dayton, Ohio trade area, and work at such famous industrial plants as The National Cash Register Company, one of many Dayton firms making diversified products for shipments to world-wide markets.

53% of Dayton's 69,000 dwelling units are owner-occupied. Effective buying power is estimated at $4,903 per family. 97.5% of Dayton families are radio families.

WHIO has the Dayton listeners you need. Let's work together.

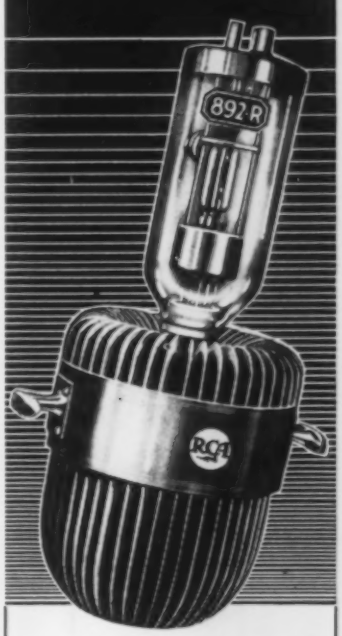
5000 WATTS BASIC CBS **WHIO** DAYTON, O.

News: UP, INS, PA—CBS' Best Shows

G. P. Hollingbery Company, Representatives

Harry E. Cummings, Southeastern Representative

RCA TUBES



The Standard of Comparison in Broadcasting

High-Power Air-Cooled Tubes

Nothing like them for on-the-air dependability. Nothing like them either for maximum hours of service for every dollar you invest.

And for good reasons.

The ever-increasing demand for air-radiator tubes . . . tubes pioneered by RCA, enables us to build them in quantity to surprisingly close tolerances—through improved manufacturing techniques and thorough quality control.

Choice of types? A wide line in all power classes, including the well-known RCA-7C24, 891-R, 892-R, and 9C22.

For greater tube economy in your high-power amplifiers and modulators, buy RCA's . . . confidently. For information on tubes of all types for broadcast services, write RCA, Sales Division, Section P-36G2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

IN EASTERN
NORTH CAROLINA
YOUR SALES
ALPHABET STARTS
WITH ABC . . .
AND PAYS OFF WITH

WRRF-WRRZ
5000 WATTS, 930 KC
WASHINGTON, N. C.
1000 WATTS, 880 KC
CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

FCC Actions

(Continued from page 65)

Applications Cont.:

AM—1390 kc

Wharton County Bcstg. Co., El Campo, Tex.—CP new standard station 1490 kc 250 w unl. AMENDED to change frequency from 1490 to 1390 kc, power from 250 w to 500 w D; hours from unl. to D; change type trans.

AM—1330 kc

Graham Bcstg. Co., Graham, Tex.—CP new standard station 1330 kc 500 w D.

TENDERED FOR FILING

AM—1450 kc

Bessemer Bcstg. Co., Bessemer City, Ala.—CP new standard station 1450 kc 250 w unl. (Contingent on WTBC moving to another frequency.)

Modification of CP

WJRD Tuscaloosa, Ala.—Mod. CP to change proposed trans. location, using 1 kw-N 5 kw-D unl. on 1150 kc.

AM—1370 kc

Dr. Azra C. Baker, Seymour, Ind.—CP new standard station 1370 kc 250 w D.

AM—1410 kc

The Henderson County Bcstg. Co., Athens, Tex.—CP new standard station 1410 kc 250 w D.

AM—1230 kc

KOSA Odessa, Tex.—CP change frequency from 1450 to 1230 kc. (Contingent on KCRS vacating 1230 kc.)

July 15 Applications . . .

DOCKET CASE ACTIONS

(By the Commission)

Philadelphia FM

Announced order severing from hearing docket and granting following applications for Class B FM stations in Philadelphia: Unity Bcstg. Corp. of Pennsylvania, Channel 279, 103.7 mc, ERP 20 kw, ant. 500 ft. above average terrain; Independence Bcstg. Co., Channel 287, 105.3 mc, ERP 20 kw, ant. 500 ft., and Franklin Bcstg. Corp., Channel 291, 106.1 mc, ERP 20 kw, ant. 500 ft. In same order FCC granted petition of WDAS Bcstg. Station Inc. for leave to amend its application for FM station to show transfer of ownership to William Goldman Theatres Inc. and make other changes. Said amendment accepted and application removed from hearing docket. Further ordered that request of Patrick Joseph Stanton for reconsideration and grant forthwith of his application be denied; said application continued in hearing status with oral argument to be held on his exceptions at date to be designated.

BY THE SECRETARY

WDEF Chattanooga, Tenn.—Granted mod. CP to extend completion date to 8/1/47.

KXSA San Angelo, Tex.—Granted mod. CP to extend commencement and completion dates to 8/18/47 and 2/14/48 respectively.

KYOS Merced, Calif.—Granted CP to make changes in vertical ant. and mount FM ant. on top of AM tower.

KIYI Shelby, Mont.—Granted mod. CP to change type trans., approval of ant. and trans. location, and specify studio location.

WBNS Columbus, Ohio—Granted license to cover CP for installation of new aux. trans.

KDEC Decorah, Iowa—Granted license for new station and for change of studio location; 1240 kc 250 w SH.

WHPE High Point, N. C.—Granted license for new station 1070 kc 1 kw D.

WRFS Alexander City, Ala.—Granted license for new station 1050 kc 1 kw D.

KDMO Carthage, Mo.—Granted license for new station 1490 kc 250 w unl.

WKAN Kankakee, Ill.—Granted license for new station 1320 kc 1 kw D.

WGYN New York—Granted mod. CP for extension of completion date of FM station to 9/30/47.

WNYE New York—Granted mod. CP to make changes in ant.

WAFM Birmingham, Ala.—Granted mod. CP for extension of completion date to 2/3/48.

KENI Anchorage, Alaska—Granted mod. CP to change trans. site.

WJJD Chicago—Granted mod. CP for extension of completion date to 8/25/47.

KRST Tyler, Tex.—Granted mod. CP to change type trans. and make changes in vertical ant.

WFBG-FM Altoona, Pa.—Granted mod. CP for extension of completion date to 10/1/47.

WNIQ Uniontown, Pa.—Same to 12/31/47.

WINX-FM Washington, D. C.—Same to 11/29/47.

KTFI-FM Twin Falls, Ida.—Same to 8/31/47.

KTRM Beaumont, Tex.—Granted license for new station 990 kc 250 w D and for change of studio location.

KFBA Cheyenne, Wyo.—Granted mod. CP for extension of completion date to 10/27/47.

WHIS-FM Bluefield, W. Va.—Same to 11/3/47.

KPNI-FM Palo Alto, Calif.—Same to 10/27/47.

WMAR Baltimore—Same to 1/16/48.

KOB-TV Albuquerque, N. M.—Same to 1/6/48.

WNBT New York—Granted license for new commercial TV station 66-72 mc, Channel 4.

WSFT Thomaston, Ga.—Granted license for new station 1220 kc 250 w D.

KAYX Waterloo, Iowa—Granted license for new station 1090 kc 1 kw D and for change of studio location.

WSCR Scranton, Pa.—Granted license for new station 1000 kc 1 kw D and to specify studio location.

KOPO Tuscon, Ariz.—Granted license for new station 1450 kc 250 w unl.

WLOA Braddock, Pa.—Granted license for new station 1550 kc 1 kw D.

KVAI Amarillo, Tex—Granted mod. CP to change type trans. and make changes in DA.

WHGB Harrisburg, Pa.—Granted license to cover CP for installation of new trans.

WKGN Knoxville, Tenn.—Granted mod. CP to change type trans. approval of ant. and trans. location, and specify studio location.

WKTM Mayfield, Ky.—Granted license to cover CP for changes in vertical ant. increase power, install new trans.

WTPS New Orleans—Granted mod. CP for extension of completion date to 2/23/48.

KID Idaho Falls, Ida.—Same to 10/14/47.

WCSC Charleston, S. C.—Same to 11/20/47.

WTAM Cleveland—Granted mod. CP for extension of commencement and completion dates to 10/2/47 and 2/2/48, respectively.

WFOR Hattiesburg, Miss.—Granted mod. CP for extension of completion date to 11/2/47.

WCOL Columbus, Ohio—Same to 12/7/47.

KRAL Rawlins, Wyo.—Same to 1/29/48.

WVOK Birmingham, Ala.—Granted mod. CP to change type trans. make changes in vertical ant., change trans. location, and specify studio location.

KTFI Twin Falls, Ida.—Granted mod. CP for extension of completion date to 8/31/47.

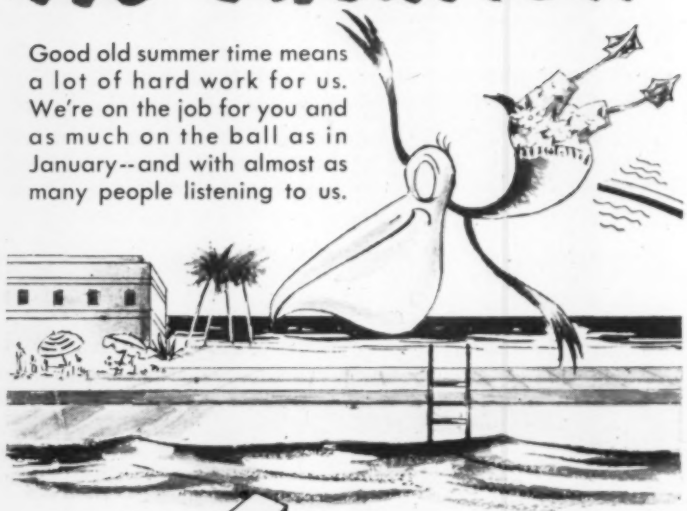
KGNC-FM Amarillo, Tex.—Same to 1/1/48.

The Western Connecticut Bcstg. Co. area of Stamford, Conn.—Granted license for new remote pickup station WRLJ to be used with WSTC.

American Colonial Bcstg. Corp. area of Island of Puerto Rico—Granted mod. CP for extension of commencement and completion dates to 7/1/47

No Vacation

Good old summer time means a lot of hard work for us. We're on the job for you and as much on the ball as in January--and with almost as many people listening to us.



WIOD's B.M.B. coverage maps with market data now available.

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

and 12-31-47 respectively for remote pickup WILN.

Granite District Radio Bcstg. Co., area of Salt Lake City—Granted CP for new remote pickup station to be used with KNAK.

WFBL-FM Syracuse, N. Y.—Granted license for new FM station 93.1 mc, Channel 226, ERP 8.5 kw ant. 690 ft. (height above average terrain).

WOPI-FM Bristol, Tenn.—Granted license for new FM station 96.9 mc, Channel 245, 10.4 kw, 2210 ft. (height above average terrain).

WINC-FM Winchester, Va.—Granted license for new FM station 92.5 mc, Channel 223, 13.4 kw, 1390 ft. (height above average terrain).

WIBW-FM Topeka, Kan.—Granted license for new FM station 102.5 mc, Channel 273, 2.9 kw, 336 ft. (height above average terrain).

BY COMMISSIONER HYDE

Community Bcstg. Co., Fort Worth, Tex.—Granted petition requesting 60-day continuance of hearing upon application for CP; continued hearing to Sept. 22.

Hot Springs Bcstg. Co., Hot Springs, Ark.—Granted in part petition requesting Commission to reopen record in proceeding upon applications of Hot Springs Bcstg. Co., KTHS, Radio Bcstg. Inc. and WMFJ for purpose of having record show election of Harry G. Galloway for Leo P. McLaughlin as director, and Carl E. Bailey as president of Hot Springs Bcstg. Co. corporation in place of Leo P. McLaughlin; ordered that record in this proceeding be further reopened for purpose of presenting evidence at further hearing scheduled July 22 as to certain changes in officers and directors of Hot Springs Bcstg. Co.

July 15 Decisions . . .

ACCEPTED FOR FILING

Modification of CP

WKLF Clanton, Ala.—Mod. CP as mod. which authorized new standard station to make changes in trans. equipment, to change frequency from 760 to 980 kc, to increase power from 500 w to 1 kw and make changes in vertical ant.

WSFA Montgomery, Ala.—Mod. CP as mod. which authorized increase in power, installation of DA-N, for extension of completion date

AM—1290 kc

KHSL Chico, Calif.—CP to increase power from 1 to 5 kw, install new trans, to modify DA-N and change trans. location.

Modification of CP

KFXM San Bernardino, Calif.—Mod. CP as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, to make changes in DA and trans. equipment.

AM—1050 kc

Melbourne Bcstg. Corp., Melborne, Fla.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 1050 kc, hours from unl. to D; make changes in ant. and ground system.

AM—1280 kc

Peach State Bcstg. Co., Macon, Ga.—CP new standard station 1280 kc 1 kw D AMENDED to change trans. location.

AM—1230 kc

WQUA Moline, Ill.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WTRC Elkart, Ind.—Mod. CP which authorized installation of new trans., install new vertical ant. and mount FM ant., on top of AM tower, for extension of completion date.

KFH Wichita, Kan.—Mod. CP as mod., which authorized installation of FM ant. on AM tower, and make changes in ant., for extension of completion date.

AM—1340 kc

Shreveport Bcstrs. Shreveport, La.—CP new standard station 1490 kc 250 w unl. AMENDED to change frequency from 1490 to 1340 kc. (Continent on KRMD to change from 1340 to 1480 kc).

FM—95.5 mc

Annapolis Bcstg. Corp., Annapolis, Md.—CP new FM station (Class B) on Channel 238, 95.5 mc., ERP 11.2 kw.

AM—1130 kc

WNEW New York—CP to make changes in DA.

AM—800 kc

Sooner Bcstg. Co., Oklahoma City—CP new standard station 1200 kc 1 kw D. AMENDED to change frequency from 1200 to 800 kc, power from 1 kw D to 250 w D, change type trans. and change trans. location.

License for CP

KOCO Salem, Ore.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Century Bcstg. Corp., Johnstown, Pa.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 20 kw.

Modification of CP

KPRC-FM Houston, Tex.—Mod. CP as mod. which authorized new FM station for extension of completion date.

AM—800 kc

Samuel L. Stephens Sr., Brigham City, Utah—CP new standard station 790 kc 250 w D. AMENDED to change frequency from 790 to 800 kc.

License Renewal

WFTL Ft. Lauderdale, Fla.—License renewal.

WKPA New Kensington, Pa.—Same.

Modification of CP

WECC Hartford, Conn.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WGGG Gainsville, Fla.—Mod. CP which authorized new standard station to make changes in vertical ant. and specify studio location.

License for CP

WLBF Leesburg, Fla.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WDEC Americus, Ga.—License to cover CP as mod. which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KDTH-FM Dubuque, Iowa—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

KTOP Topeka, Kan.—License to cover CP as mod. which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WNGO Mayfield, Ky.—Voluntary assignment of license to West Kentucky Bcstg. Co. Inc.

AM—1200 kc

Monroe Bcstg. Co. Monroe, Mich.—CP new standard station 1520 kc 250 w D. AMENDED to change frequency from 1520 to 1200 kc and make changes in ant.

License for CP

WJXN Jackson, Miss.—License to cover CP which authorized change in frequency.

FM—96.1 mc

John J. Laux, Niagara Falls, N. Y.—CP new FM station (Class B) Channel 241, 96.1 mc, ERP 12.4 kw.

License for CP

WFUV New York—License to cover CP as mod. for new noncommercial educational station.

Modification of CP

WFMY Greensboro, N. C.—Mod. CP which authorized new FM station for extension of completion date.

Transfer of Control

WPEN Philadelphia—Voluntary transfer of control of licensee corporation from Bulletin Co. to Sun Ray Drug Co. Contingent upon grant of WCAU transfer.

WCAU Philadelphia—Voluntary transfer of control of licensee corporation from J. David Stern to Bulletin Co.

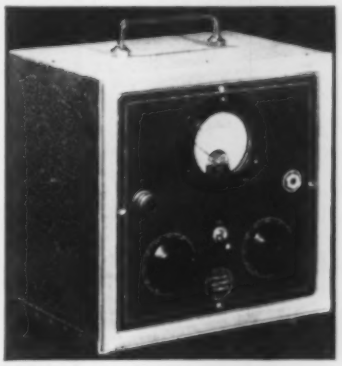
FM—Unassigned

Inter-City Bcstg. Company Providence, R. I.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 16.4 kw.

(Continued on page 69)

Ready for Shipment Now

2 Channel PORTABLE AM and FM REMOTE AMPLIFIER



Complete with Tubes F.O.B. DALLAS . . . $187.50

Here is a remote amplifier that has been designed for operation under any condition. Sturdily and compactly built, light weight, it can be easily carried. Power supply is self-contained.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 15,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 7" x 9½" x 9½".
Weight: 9 lbs.
Finish: Crackled Gray.

Equipped with Cannon Male Chassis Connectors

INTERNATIONAL ELECTRONICS CORPORATION
Dept. C, 4145 Commerce St.
DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications.

IN CHATTANOOGA
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN
WDOD
first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

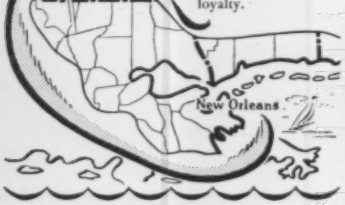
The **SCHOOL** *of* **RADIO TECHNIQUE**
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
Approved for G.I. Training
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonics and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.



NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

RADIO WOW OMAHA
NBC AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

Promotion

CONTINUING its series of dealer promotion pieces [BROADCASTING, July 14], KSTP Minneapolis-St. Paul, is distributing attractive folders to Gamble Stores. Folder is off-set, in two colors. Cover carries inscription, "We're Raising the Curtain . . . [continued to inside] . . . On Your Gamble Store." Inside is perspective with cellophane window through which is seen an illustration of a Gamble Store front with customers rushing to the door. Fly attachment is a KSTPete character saying, "Your Gamble store is 'on display' all the time on the world's biggest 'show window' . . . radio! . . ."

'Changes Made'

TIMELY promotion folder for NBC programs has been prepared by WIOD, NBC affiliate in Miami, Fla., with some 1,000 copies distributed to business and civic leaders and the public. Threefold mailing piece features drawing of attractive girl vocalist at a mike singing "There Have Been Some Changes Made." Inside copy begins: "To paraphrase an old song, 'There have been some changes made' lately in the network affiliation of several Miami radio stations . . ." "But NBC still is the No. 1 network." Top NBC programs are listed along with a number of well-known programs which recently have switched to NBC. J. M. LeGate, WIOD general manager, prepared the folder, including the art work.

"WHEN YOU play sports be a good sport," says "Ron" Morrier (l), program director and sports editor of CJAD Montreal, as he prepares to "take off" in competition with Doreen Clough (r), Canada's track hope in the Olympic 60 and 100 yard sprints. Miss Clough recently defeated Olympic American Star Stella Walsh, and there is little doubt about her success in the above race.

Growing Market

PICTORIAL brochure describing a growing market has been prepared by O'Brien & Dorrance, New York, for Radio Cultura (PRE 4) Sao Paulo, Brazil. Using colorful green layouts throughout, brochure is one of best promotion pieces to come from a station outside of North American continent. It is set off with cover of photo scenes of Sao Paulo. Front cover shows scene of city's business section, blow-up of studio building for Radio Cultura and is headed with banner reading, "The Fastest Growing Market in the World . . . and How To Sell It." Back cover is night scene of Sao Paulo upon which is superimposed small coverage map of station. Review of growth of this market and growth of Radio Cultura is included in brochure along with pictures of talent offered on station's programs.

Farm-Radio Essay Contest

ESSAY CONTEST on subject "How Radio Can Best Serve the Farm and the Farm Home" has been concluded by KTRH Houston. Contest was open to all school boys and girls in the KTRH listening area, and entries were judged by agricultural students at Texas A & M College. First prize was $100 savings bond; second price, $50 bond; third through seventh prizes, $25 bonds. In addition, KTRH awarded 100 consolation prizes of one dollar each.

'Oldest Radio' Contest

LISTENERS in the WREN Topeka area are currently searching through their attics, storerooms, etc., in pursuit of old radio sets. Inspiration for the search is contest being conducted on WREN by Gamble Stores, that city, for the "oldest radio." Listener who brings the oldest model to the Gamble Store receives a new Gamble-brand Coronado radio as first award.

KOH Kite Derby

KITE CONSTRUCTION became prime interest of youngsters in Reno, Nev., recently as they prepared to enter the Kite Derby sponsored by KOH Reno. Station posted prizes of 90 merchandise orders, totaling $300, and promoted the event with spot announcements, publicity buildups on sportcasts, newspaper advertisements and colorful posters placed on playgrounds, ice cream fountains, etc. Special kite paper, carrying station's call letters, was made available by KOH at playgrounds.

Recorders As Prizes

PORTABLE WIRE recorders are being offered by General Mills Inc., as prizes in contests being conducted on its ABC programs, "The Green Hornet," "Famous Jury Trials" and "The Lone Ranger." Listeners are asked to complete, in ten additional words or less, sentence "I like Cheerios Walt Disney pocket-size comic books because . . ." and accompany each entry with Cheerios box top. Included with wire recorders will be equipment necessary to build programs, such as microphone, built-in speaker and amplifier, and three spools of recording wire. Machine can be used to record parties, family voices and favorite radio programs. Offer expires on respective programs, July 22, 26 and Aug. 1.

Story of Television

DETAILED booklet on the story of electronic television—how it works—what it means to you—has been prepared by Farnsworth Television & Radio Corp., Fort Wayne, Ind. Headed "Television Bringing the World to Your Home," booklet is illustrated throughout with photos and drawings. Under such headings as "Your Private Window on the World," "A 4,000 Year Search," and "A Problem Is Solved," the history of the growth of television is presented in easy, reading form. Concluding page of booklet shows illustrations of Farnsworth plant, labeled "Home of Television."

AP and Radio

RADIO stations who are members of the Associated Press have received a white 8x10 booklet containing the story behind radio. Booklet has the phrase, "This station is a member of The Associated Press . . ." on the cover and tells about AP and the part it plays along with radio. It presents the question of why there should be membership for radio and stresses the nature of membership and rate principle in connection with AP.

Popularity Poll

POPULARITY POLL has been held by CKEY Toronto, of favorite bands and vocalists heard twice daily on CKEY's "Make Believe Ballroom" show. Merchants offered prizes to listeners who came closest to final standing of artists in poll. Freddy Martin, Tommy Dorsey, Frank Sinatra, Dinah Shore and King Cole Trio led poll in their respective groups with 100,000 people voting.

WHBC Promotion

POCKET-SIZED booklet featuring finer points of baseball and containing official game rules is being sent free to listeners on request by WHBC Canton, Ohio, with compliments of Timken Roller Bearing Co., sponsor of WHBC's daily sports program. Circulars also are being sent out by WHBC describing Frisk, a detergent, and read: "Your customers who make requests for records will make record requests for Frisk." The circular also pictures Marty Alexander, conductor of "Marty's Party," which is sponsored by Frisk.

Maps and Market Data

COVERAGE MAPS and market data based on initial BMB study have been prepared by McClatchy Broadcasting Co. for each of its five stations—KFBK Sacramento, KWG Stockton, KMJ Fresno, KERN Bakersfield and KOH Reno, Nev. Each study is produced in 8½x11 size in two different colors. Center spread carries BMB daytime and nighttime audience maps, in contrasting colors, along with station audience detail, including results of BMB study as well as market data. Back cover gives daytime and nighttime audiences by percent levels.

Sports Calendar

DAY-BY-DAY description of sports events presented in calendar form has been prepared by KABC San Antonio. Promotion piece has attractively designed reverse heading with silhouetted figures depicting activities in various sports covered by station and regular calendar form listing daily sports activities of station. Several thousand copies are to be distributed as inserts in copies of McFadden Publications' Sports Magazine, circulated in KABC area.

FactoMeter Kit

COMPLETE ADVERTISING and promotion follow-through is being offered by Bendix Radio to dealers who are putting out crews of door-to-door demonstrators of FM with the new FactoMeter [BROADCASTING, July 7]. Promotion kit consists of ads, display pieces, literature, and items such as FM reception test reports and location stickers for backs of radios to assure location which will provide suitable performance in event the set is moved. Manual also is provided with details of five sales demonstration steps and six service uses for FactoMeter.

Postcards for Vacationers

VACATIONERS visiting Atlantic City, N. J., this summer have a chance to be interviewed on KYW Philadelphia's boardwalk program and write home about it at the same time. KYW is distributing postcards, ready to mail, to those who are interviewed. Postcards have picture of KYW on front and copy on back reads: "Dear Folks: I have just participated in KYW's 'Man on the Street' broadcast. Having a wonderful time. Wish you were here! Best regards."

'No-Anger Week'

TO PROMOTE good will in the community, KICA Clovis, N. M., recently staged a "No-Anger Week." Booths and portable mikes were set up on the streets, with interviews stressing the "no-anger" motto. Newspapers carried accounts, and large posters were put up all over town. Small calling cards reading, "KICA Sez This Is NO-ANGER WEEK . . . Smile and Say 'Howdy'," were passed out to citizens.

KECK Album

ANSWERING LISTENERS' requests for pictures and information on station personalities, KECK Odessa, Tex., has prepared a small album. Pocket-size album presents photos and short bibliography sketches on KECK staffers in addition to like information on national radio personalities heard on that station. Introduction page discusses purpose of album and various plans of KECK.

ARTHUR BERG, formerly with creative staff of Burton Holmes Motion Pictures, has joined WGNB (FM) Chicago, as director of public relations and promotion.

First... in AGENCY COVERAGE ★
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.
☆by the general advertising press

FCC Actions

(*Continued from page 67*)

Applications Cont.:

License for CP

WJMX Florence, S. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KMHK Mitchell, S. D.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTRH-FM Houston, Tex.—Mod. CP as mod. which authorized new FM station for extension of completion date.

APPLICATION RETURNED

FM—94.5 mc

Scotland Bcstg. Co., Laurinburg, N. C.—CP new FM station (Class B) on 94.5 mc. RETURNED July 11. Program analysis not submitted and also discrepancy concerning ERP.

FM—97.9 mc

Courier Bcstg. Service Inc. Birmingham, Ala.—CP new FM station (Class B) Channel 250, 97.9 mc, ERP 8,167 w. Returned June 9. Program analysis not received.

TENDERED FOR FILING

AM—1360 kc

Robert P. LaFollette, Dunkirk, N. Y.—CP new standard station 1360 kc 500 w D.

AM—1440 kc

The Bristol Bcstg. Corp. Bristol, Conn.—CP new standard station 1440 kc 250 w D.

Transfer of Control

KTSW Emporia, Kan.—Consent to transfer of control to Robert B. Reed, San Angelo, Tex. and Gervais F. Reed, Garden City, Kan.

AM—1340 kc

Wilson Radio Co., Wilson, N. C.—CP new standard station 1340 kc 250 w unl. (Subject to 1340 kc being released by WGTM).

AM—1260 kc

Yamhill Bcstrs. Inc., McMinnville, Ore.—CP new standard station 1260 kc 1 kw D.

July 17 Decisions . . .

BY A BOARD

FM Actions

Authorized conditional grants for three Class A and six Class B FM stations. Announced allocations plan changes for Bristol, Tenn.; Wabash, Ind.; Raleigh, N. C.; Durham, N. C., and New London, Conn. Also frequency assignments in lieu of previous assignments for KGO-FM San Francisco and WHDH-FM Boston as well as Brownsville (Tex.) Herald Pub. Co. Authorized CPs for two Class A and three Class B FM stations. Also CPs for Class A and two Class B stations in lieu of previous cond. See story this issue.

Designated for Hearing

McClatchy Bcstg. Co., Stockton, Calif.—Designated for hearing application for Class B FM station upon issue: To determine what overlap of service area if any exists between proposed station and any other existing or proposed stations owned, operated or controlled by same interests as proposed station and whether such overlap if any is in contravention of Sec. 3.240 of Commission's rules.

Assignment of CP

WRBC Jackson, Miss.—Granted consent to assignment of permit from limited partnership to corporation composed of same parties.

Assignment of License, CPs

KTBS, KABH, KTBS-FM Shreveport, La.—Granted consent to assignment of license for standard station KTBS, and permits of KTBS-FM and associated relay station KABH from Radio Station KTBS, partnership, to Radio Station KTBS Inc., corporation.

WAZL, WAZL-FM Hazleton, Pa.—Granted consent to assignment of license for WAZL and permit for associated FM station from Hazleton Bcstg. Service Inc., corporation, to The Hazleton Bcstg. Co., partnership.

Transfer of Control

KCNA Tucson, Ariz.—Granted consent to voluntary transfer of control of Catalina Bcstg. Co. from Erskine Caldwell et al to William A. Small et al; no monetary gain or loss is involved.

Hearing Designated

Seminole Bcstg. Co., Seminole, Okla.—Designed for hearing application for new station 1260 kc 250 w D.

AM—1250 kc

Englewood Bcstg. Co., Englewood, Col.—Granted CP new station 1250 kc 250 w D; engineering cond.

AM—1050 kc

Langlade Bcstg. Co. Inc., Antigo, Wis.—Granted CP new station 1050 kc 250 w D; engineering cond.

AM—1340 kc

John H. Phipps, Marianna, Fla.—Granted CP new station 1340 kc 250 w unl., provided that no operation shall commence until outstanding CP of WTAL Tallahassee, Fla., for 1270 kc is covered by license.

AM—920 kc

Cortland Bcstg. Co. Inc., Cortland, N. Y.—Granted CP new station 920 kc 1 kw D.

AM—1250 kc

The Helm Coal Co., York, Pa.—Granted CP new station 1250 kc 1 kw D; engineering cond.

AM—620 kc

Georgia-Alabama Bcstg. Corp., Columbus, Ga.—Granted CP new station 620 kc 1 kw D.

AM—580 kc

LaCrosse Bcstg. Co., La Crosse, Wis.—Adopted order granting CP new station 580 kc 1 kw unl. DA subject to re-approval of trans. site and ant. system by CAA.

AM—600 kc

WCAO Baltimore—Granted application to make changes in WCAO four element directional array and to install FM ant. on top of one of towers of directional system.

Petition Granted

Universal Bcstg. Co. Inc., Indianapolis—Adopted order granting petition to dismiss application for new station (1130 kc 10 kw unl. DA) without prejudice to filing of application for transfer of control of Capitol Bcstg Co., licensee of WISH Indianapolis, to Universal Bcstg. Co. Inc.

Petition Dismissed

WMC Memphis, Tenn.—Adopted order dismissing petition of WMC for reconsideration of grant to WTAR Radio Corp., Norfolk, Va. (to make changes in DA of WTAR and mount FM ant. on top of one of AM towers), designate said application for hearing and make WMC party to hearing. In same order, Commission further ordered that said grant to WTAR is made subject to cond. that WTAR shall radiate in direction of WMC no more than 157 mv/m at N.

Petition Granted

Lake County Bcstrs., Eustis, Fla.—Adopted order granting petition for reconsideration and grant of its application; removed from hearing docket, and granted CP new station 790 kc 1 kw DA-DN.

BY COMMISSIONER HYDE

Hearing Date

Ordered that consolidated hearing on applications of Hearst Radio Inc. for license renewal WBAL Baltimore and Public Service Radio Corp. for new station Baltimore be held Oct. 6 in Baltimore.

July 17 Applications . . .

ACCEPTED FOR FILING

AM—1420 kc

Diamond H. Ranch Bcstrs., Auburn, Calif.—CP new standard station 1420 kc 250 w unl.

AM—1310 kc

Kenneth Aitken, Taft, Calif.—CP new standard station 1310 kc 250 w D. AMENDED to change power from 250 to 500 w and change type trans.

Modification of CP

KCSM Colorado Springs, Col.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

AM—1400 kc

The St. Andrew Bay Bcstg. Co., Panama City, Fla.—CP new standard station 1400 kc 250 w unl.

Modification of CP

WRBL Columbus, Ga.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N, and change trans. location.

WDAK-FM Columbus, Ga.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

FM—92.9 mc

Dekalb Bcstg. Co., Decatur, Ga.—CP new FM station (Class B) Channel 225, 92.9 mc and ERP 38 kw.

Modification of CP

WRGA-FM Rome, Ga.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—Unassigned

Hobart Stephenson, Centralia, Ill.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 73 kw.

AM—1340 kc

Richardson, Spring & Adair, Crawfordsville, Ind—CP new standard station 1340 kc 100 w unl.

FM—Unassigned

Robert P. O'Bannon, Corydon, Ind.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 744 w.

Modification of CP

WTRC-FM Elkhart, Ind.—CP which authorized new FM station for extension of completion date.

AM—1240 kc

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP new standard station 1240 kc 250 w unl.

FM—91.5 mc

Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa—CP new noncommercial educational station on Channel 218, 91.5 mc, 1 kw, emission A3 and unl. AMENDED to change power from 1 to 3 kw, change type trans. and make minor changes in geographic coordinates and ant. system.

AM—1360 kc

Hawkeye Bcstg. Co., Fort Madison, Iowa—CP new standard station 1360 kc 250 w D. AMENDED to change power from 250 to 500 w and change type trans.

Modification of CP

WLAP-FM Lexington, Ky.— Mod. CP which authorized new FM station to change trans. site, change type trans., ERP 4.6 kw, make changes in ant. system and change commencement and completion dates.

WNEZ New Orleans—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. and to specify studio location.

WSMB-FM New Orleans—Mod. CP as mod. which authorized new FM station for extension of completion date.

AM—910 kc

The KJAN Bcstg. Co. Inc., Opelousas, La.—CP new standard station, 910 kc, 1 kw, DA-N, unl. AMENDED re officers, directors and stockholders.

Modification of CP

WHDH Boston—Mod. CP which authorized increase power, install new trans. and DA-DN and change in trans. location to make changes in DA.

WESX-FM Salem, Mass.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM-100.3 mc

Suburban Bcstrs., Dearborn, Mich.—CP new FM station (Class B) on Channel 262, 100.3 mc, ERP 25.5 kw and ant. height above average terrain 302 ft. 3 in.

AM—1340 kc

WKMH Dearborn, Mich—CP to make changes in vertical ant. and mount FM ant. on AM tower.

Modification of CP

WJIM-FM Lansing, Mich.—Mod. CP as mod. which authorized new FM station for extension of commencement and completion dates.

AM—1230 kc

The Starkville Bcstg. Co., Starkville,

(*Continued on page 70*)

KFXJ

Announces the appointment of the

Hal Holman Co.

as representatives for the areas of New York and Chicago

WESTERN SLOPE BROADCASTING CO.

the pioneer VOICE OF WESTERN COLORADO at GRAND JUNCTION

OVER 40 ADVERTISERS HAVE RENEWED USE OF KXOK FROM 2 to 8 CONSECUTIVE YEARS

KXOK

ST. LOUIS 1, MO. • 630 KC • 5000 WATTS • FULL TIME

Owned and Operated by St. Louis Star-Times

For complete details, call a JOHN BLAIR representative

49.5%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

11.4% to Station B!

•

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Headley-Reed

CBS Station for the SPARTANBURG-GREENVILLE Market

FCC Actions

(Continued from page 69)

Applications Cont.:

Miss.—CP new standard station 1230 kc 250 w unl.

Modification of CP

WHB-FM Kansas City, Mo.—Mod. CP as mod. which authorized new FM station to change ERP to 46.1 kw; ant. height above average terrain to 502 ft.; trans. site and make changes in ant. system.

Assignment of CP

WKOP Binghamton, N. Y.—Voluntary assignment of CP to The Binghamton Bcstrs. Inc.

Modification of CP

WWHG Hornell, N. Y.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WQXQ New York—Mod. CP which authorized changes in FM station for extension of completion date.

WJJL Niagara Falls, N. Y.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WISE-FM Asheville, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WATG Ashland, Ohio—Mod. CP as mod. which authorized new FM station to change ERP to 10.2 kw.

License for CP

WFMZ Allentown, Pa.—License to cover CP which authorized new FM station.

Modification of CP

WMRF-FM Lewiston, Pa.—Mod. CP as mod. which authorized new FM station to change type trans. and make changes in ant. system, change completion date.

Assignment of License

WCAU-FM Philadelphia — Voluntary assignment of license to Wm. Penn Bcstg. Co.

WPEN Philadelphia—Voluntary assignment of license to Philadelphia Record Co. Contingent upon WCAU.

WCAU Philadelphia—Voluntary assignment of license to Wm. Penn Bcstg. Co. Contingent upon WPEN.

FM—Unassigned

Rhode Island Bcstg. Co., Providence, R. I.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 15.2 kw.

Modification of CP

WROL-FM Knoxville, Tenn.—Mod. CP which authorized new FM station for extension of completion date.

WSKI Montpelier, Vt.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio location.

AM—1050 kc

Peninsula Bcstg. Corp., Hampton, Va.—CP new standard station 1170 kc 250 w D. AMENDED to change frequency from 1170 to 1050 kc.

Modification of CP

WAJR-FM Morgantown, W. V.—Mod. CP as mod. which authorized new FM station for extension of commencement and completion dates.

Modification of CP

KWIK Burbank, Calif.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to mount FM ant. on AM tower.

KPOR Riverside, Calif. — Mod. CP which authorized new FM station for extension of completion date.

KGDM Stockton, Calif. — Mod. CP which authorized installation of FM ant. on AM tower, to mount television ant. on top.

License for CP

KPOF Near Denver, Col.—License to cover CP as mod. which authorized increase power, install new trans. and authority to determine operating power by direct measurement of ant. power.

AM—1590 kc

WBRY Waterbury, Conn.—CP to make changes in DA and install FM ant.

Modification of CP

WOL-FM Washington, D. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WIBV Belleville, Ill. — License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WIRL Peoria, Ill.—Voluntary assignment of CP to Illinois Valley Bcstg. Co.

Modification of CP

WMIX-FM Mt. Vernon, Ill.—Mod. CP as mod. which authorized new FM station to change trans. site, ERP to 15.2 kw and make changes in ant. system. Also mod. CP as mod. which authorized new FM station for extension of completion date.

Relay Station

WFAM Inc., Area of Lafayette, Ind.—CP relay WLIR to change frequencies from 30.82, 33.74, 35.82, 37.98 mc to 153.47 and 153.53 mc; to change power from 15 w to 30 w; to change emission from A3 to special emission for FM and to change type trans.

AM—1300 kc

WFBR Baltimore — CP to make changes in DA.

AM—990 kc

WBET Brockton, Mass.—CP to increase power from 250 w to 1 kw and install new trans.

License for CP

WFUR Grand Rapids, Mich.—License to cover CP which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KCFM Kansas City, Mo.—Mod. CP as mod. which authorized new FM station to specify studio location, change trans. site and ERP to 54 kw; ant. height above average terrain to 350 ft.; make changes ant. system and change commencement and completion dates. Frequency to Channel 251, 98.1 mc.

License for CP

KWPM West Plains, Mo.—License to cover CP as mod. which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAAW Newark, N. J.—Mod. CP as mod. which authorized new FM station to change type trans.; make changes in ant. system and change commencement and completion dates.

Patroon Bcstg. Co. Inc., Albany, N. Y.—Mod. CP which authorized new standard station for extension of commencement date.

WDNC Durham, N. C. — Mod. CP which authorized installation of new trans. and DA-DN, change frequency, increase power and change trans. location to make changes in DA and mount FM ant. on AM tower.

KOKH Oklahoma City — Mod. CP which authorized new noncommercial educational station for extension of commencement and completion dates.

License for CP

KPDQ Portland, Ore.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of Permittee

WPEN-TV Philadelphia — Voluntary assignment of permittee to Philadelphia Record Co.

Modification of CP

WPTL Providence, R. I.—Mod. CP as mod. which authorized new noncommercial educational station, for extension of completion date.

KTEM Temple, Tex.—Mod CP as mod. which authorized installation of new trans., new vertical ant. with FM ant. mounted on top and changes in ground system, and change trans. location, for extension of completion date.

KPUG Bellingham, Wash.—Mod. CP which authorized new standard station to make changes in DA and change trans. location and to specify studio location.

Piano Challenge

VISITORS at the RCA Exhibition Hall in New York's Radio City will be challenged to detect any audible difference between radio broadcasts by a pianist and the playing of another pianist on the stage before them. The first pianist will play for the audience alternately as the playing of a second pianist, broadcast from a nearby remote point, is piped to a radio on the stage. Members of the audience will be asked to determine without looking which of the two is playing. This demonstration of RCA's new postwar radio-phonograph line begins today, July 21.

License Renewal

KXLK Great Falls, Mont.—License renewal.

WSGC Elberton, Ga.—Same.

APPLICATION RETURNED

FM—Unassigned

McMinnville, Bcstg. Co., McMinnville, Ore.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 396 w. RETURNED July 15. Program analysis not received and discrepancy in geographic coordinates. Also no frequency specifications.

Assignment of License

KKIN Visalia, Calif.—Voluntary assignment of license to KKIN Inc. RETURNED July 10, incomplete.

TENDERED FOR FILING

AM—1400 kc

Springville Radio, Springville, Utah—CP new standard station 1400 kc 250 w unl. (Contingent on KNAK changing to 1280 kc).

AM—960 kc

Radio Athens Inc., Athens, Ga.—CP new standard station 960 kc 1 kw D.

Assignment of CP

KRFM Fresno, Calif.—Consent to assignment of CP to California Inland Bcstg. Co.

Assignment of License

KTKC Visalina, Calif.—Consent to assignment of license to California Inland Bcstg. Co.

AM—1230 kc

Erie Bcstg. Corp., Buffalo, N. Y.—CP new standard station 1230 kc 250 w unl.

Modification of CP

KWDM Des Moines, Iowa—Mod. CP to change proposed trans. location and make changes in DA, operating on 1150 kc 1 kw unl. DA-DN.

AM—1090 kc

KING Seattle, Wash.—CP to increase power from 10 to 50 kw, install new trans. and make changes in DA-DN and approval of trans. location and ant. system.

Assignment of CP, SSA

KWBU Corpus Christi, Tex.—Consent to assignment of outstanding CP and SSA to Baylor U.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic

MY PRETTY GIRL

On Transcriptions: CAPITOL—Jan Garber, Del Porter; STANDARD — Lawrence Welk; MacGREGOR—Barclay Allen; WORLD—Russ Morgan; LANG-WORTH—Randy Brooks, Lenny Herman.

On Records: Spike Jones—Vic. 20-2023; Cliffie Stone—Cap. 378; Lawrence Welk—Dec. 23878; Ted Straeter—Sonora 2022; Dick Jurgens—Col. 37398.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

Eight AM Outlets Authorized With Alf Landon in One Firm

AUTHORIZATIONS for eight new standard stations, comprising five daytime and three fulltime outlets, were issued last week by FCC. Three of the grantees include individuals who have interests in existing AM stations.

The grants and ownership of respective applicants:

Englewood, Col., 1250 kc, 1 kw, daytime, Alf M. Landon doing business as Englewood Broadcasting Co. Mr. Landon is AM applicant at Leavenworth, Kan., and is 65% owner Seward County Broadcasting Co., AM permittee at Liberal, Kan.

Antigo, Wis., 1050 kc, 250 w, daytime, Langlade Broadcasting Co. Inc. Principals: W. James Prosser, potato grower, president; Gerald S. Vassau, insurance, real estate, secretary-treasurer; Daniel H. and Gerald W. Vandehey, Ford dealers and 1st and 2d vice president, respectively. Each holds one-quarter interest.

Marianna, Fla., 1340 kc, 250 w, unlimited, John H. Phipps, Mr. Phipps is owner Capital City Broadcasting Corp., licensee of WTAL Tallahassee, Fla., and conditional FM grantee.

Cortland, N. Y., 920 kc, 1 kw, daytime, Cortland Broadcasting Co. Inc. Principals: J. Gerald Mayer, attorney, minority stockholder WBCA Schenectady, N. Y., president and 41.33⅓ owner; John T. Ryan, attorney, executive vice president 6.67⅔; Lewis W. Billings, banker, treasurer 0.67⅔; Morris C. Fitts, attorney, secretary and assistant treasurer 2.67⅔; Scott G. Rigby, attorney, assistant secretary 9.33⅓. Remaining interest held by five other individuals.

York Principals

York, Pa., 1250 kc, 1 kw, daytime, The Helm Coal Co. Partnership: Howard J. Williams, 35 130; Morgan E. Cousler, 50 130; Lowell W. Williams, 30 130, and Edward C. Hale, 15 130.

Columbus, Ga., 620 kc, 1 kw, daytime, Georgia-Alabama Broadcasting Corp. Principals: A. H. Chapman, president of R. W. Page Corp., the Enquirer-Sun Corp., the Ledger-Enquirer Co. and Gradenton Herald Co. and is stockholder in each, president; his wife, Wyline Page Chapman, owner of stock in same firms as husband; M. R. Ashworth, publisher of Columbus Enquirer and Ledger, vice president; his wife, Annie Laurie Page Ashworth, vice president of R. W. Page Corp., and W. E. Page, also part-owner R. W. Page Corp. and general manager of Ledger-Enquirer Co., secretary-treasurer. Each holds 20% interest.

LaCrosse, Wis., 580 kc, 1 kw, unlimited, LaCrosse Broadcasting Co. Principals: Cecil N. Allen, president of Community Sales Service, and Community Loan and Finance Co., president and 14.5% owner; Ralph L. Atlass, general manager of WIND Chicago and chief owner WLOL Minneapolis, 0.5%; John D. Ward, owner LaCrosse Laundry and Dry Cleaning Co., 14.5%; Herman Tillman, owner Tillman Realty Co. and vice president of First Federal Savings and Loan Assn., 14.5%; Emil H. Erickson, vice president of Trane Co., heating and air conditioning unit manufacturer, 14.5%; Quincy Hale, attorney, 14.5%; Vernon F. Dale, owner Onalaska Transportation Co., bus line, 14.5%, and Independent Merchants Broadcasting Co., WLOL licensee, 13%.

Eustis, Fla., 790 kc, 1 kw, unlimited, directional day and night, Lake County Broadcasters. Partnership: C. Harold Ferran, part owner Fallin & Ferran, citrus packing firm, one-quarter interest; E. Lorraine Ferran, one-quarter interest; Harvey K. Glass, employed by First State Bank, Eustis, one-quarter interest; R. J. Schneider, operator Schneider's Creamery, one-eighth interest, and Frank W. Stebbins, attorney, one-eighth interest.

The Marianna grant is subject to the condition that no operation shall commence until the outstanding construction permit of WTAL for 1270 is covered by a license.

KIJV Launched as 250-w Huron, S. D., MBS Outlet

KIJV, new 250-w station on 1340 kc at Huron, S. D., held its inaugural program 8-9 p.m. on June 30, with civic officials and Huron College musicians participating. The station, owned and operated by George W. Chitty, president and general manager, in association with Max Staley of Sioux Falls, S. D., inaugurated a full schedule of operation July 1, 18 hours daily, 6 a.m.-12 midnight.

Affiliated with Mutual, KIJV also is using transcriptions from NBC, Mr. Chitty announces. Name of the licensee, James Valley Broadcast Co., and the station's call letters refer to the James River Valley, in which Huron is located.

Zoomar Lens Test

THE ZOOMAR lens, designed to permit an uninterrupted change of focus from a wide-angle long shot to a close close-up, was to be tested by the camera crew of WCBS-TV New York last Saturday afternoon in covering the gold cup race from Belmont Park and again this afternoon (July 21) in covering double header ball game between the Brooklyn Dodgers and the Cincinnati Reds. Alfred Gwynne Vanderbilt, millionaire horseman, was to announce the race. Bob Edge handles the ball games.

OGLING a recent issue of BROADCASTING, Jerry (The Mustache) Colonna seeks protection from autograph hunters and relaxes in the chair belonging to KOIL Manager Bill Newens as the latter attempts to evict him. Mr. Colonna, appearing with his All Star Revue at Omaha's Orpheum Theatre, participated in a broadcast over KOIL.

KDAL (610 kc) to Boost Power to 5 kw on Aug. 1

KDAL, CBS affiliate in Duluth, Minn., now operating on 1 kw, will increase its power to 5 kw on Aug. 1, Dalton A. LeMasurier, owner and general manager of the station, announces. Testing for the 5-kw operation is now in progress.

Station used the current flying saucer theme to advertise the power increase. Five thousand 9-inch aluminum-type "saucers" bearing the inscription, "Flying Saucergram: KDAL — Soon 5,000 Watts—Sharper! Clearer! Stronger! Still at 610 on Your Dial," were dropped from a plane July 12 over Duluth, Hibbing, Virginia, Chisholm and other Minnesota communities, as well as the Wisconsin areas of Superior, Ashland and Bayfield.

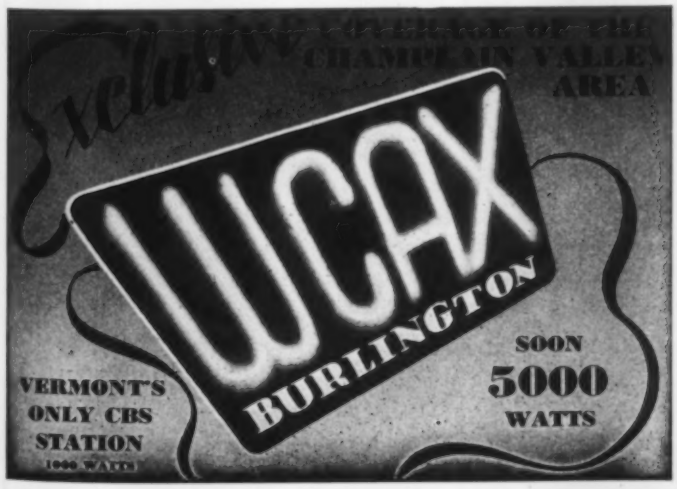
Attached to many of the discs was a label stating that that particular "saucer" was worth $5.00 in cash if returned to KDAL before July 15. The disc stunt was described for KDAL listeners by station's news editor, Bill Kreuger.

Station Directory

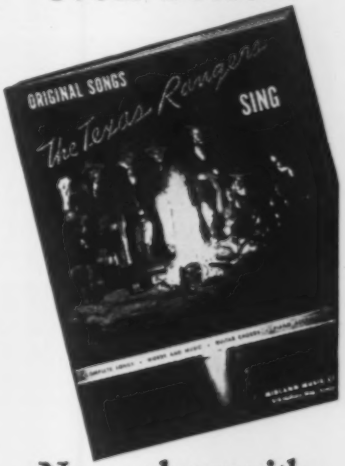
NEW directory of Pacific Northwest stations issued last week by John Keating, station representative firm in Portland-Seattle, covers the 33 stations in Washington, Oregon and Idaho which the firm represents. The booklet takes up each station separately and reviews its history, plus pertinent facts about the city in which it is located.

Spots on Wisconsin

CURTIS Publishing Co., Philadelphia, will run a three-day spot announcement campaign using 100-word live copy, Aug. 6-7-8 on Milwaukee stations only for one of the August issues of the *Saturday Evening Post*, which will carry a story on Wisconsin. BBDO is the agency.



SELL
No. 1 Market
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
IN THE SOUTH'S
No. 1 State
WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION
NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

Making *the best* even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

Want an ideal test market? Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K. C. 1000 WATTS CBS AFFILIATE
WEED and COMPANY, REP.

A Lee STATION

THESE FOUR BOSTON radiomen are consultants at the three-weeks (July 7-25) Workshop on Radio in Education being conducted jointly by Boston U. and the New England Committee on Radio in Education. L to r: James S. Powers, educational director of WNAC-Yankee; Ben A. Hudelson, educational director of WBZ-WBZA; John D. Maloy, WCOP program director; Frederick H. Garrigus, assistant program director, WEEI. Four hours of credit are offered the 125 hand-picked educators attending the workshop, which is directed by Dr. Everett L. Austin, Rhode Island's director of secondary education, assisted by Prof. Edward C. Manning of Boston U. and 12 professional radio specialists. Classes are held in studios of the four cooperating stations (mentioned above) and at Boston U.

FCC Reorganization

(*Continued from page 13*)

facsimile, developmental and auxiliary radio services (studio link and remote pickup).

The entire Commission is given jurisdiction over all matters not specifically delegated to a division; over rules and regulations, including rules for the FCC Divisions; over assignment of bands of frequences to various radio services; over the appointment and tenure of all offices and other employes of the Commission and its Divisions; over applications for reconsideration of actions taken under a delegation of authority and over all matters which fall within the jurisdicton of two or more divisions.

Where a conflict arises as to division jurisdiction or where jurisdicton is not allocated to a division, the Commission will determine whether the entire Commission or a specific division should exercise jurisdiction.

Other Levels Conform

The new division setup, Mr. Denny had told the Senate committee, would conform with the present FCC structure below the Commission level. In each of the Commission professional departments —engineering, law and accounting —there is a broadcast division and a common carrier division and, in addition, the Engineering and Law Departments have safety and specal service divisions.

In writing Chairman White, Mr. Denny pointed out that the draft order which "could be used" to establish the three divisions he had discussed in his testimony had been prepared by the Law Department.

"The exact details of the order itself," he said, "will depend on the specific plan that may ultimately be adopted by the Commission."

The draft order brings out that three members of a division constitute a quorum and that the majority decision prevails. Where opinion is evenly divided (2-2) on any matter, it is referred to the entire Commission for determination.

Actions taken by any division or referred to individual Commissioners shall be enforced in the same manner as if made or taken by the full Commission.

Any person affected by an order, decision or report of any division or other delegation of authority is permitted under the proposed procedure to petition for reconsideration within 20 days to the full Commission.

Increase Expected

AS A RESULT of recommendations made by Canadian Parliamentary Radio Committee on removal of ban on ceiling of 5 kw for Canadian independent stations, a number of Class II stations are understood to have immediately applied for power increases to 10 kw. Recommendations have not yet been accepted by board of governors of Canadian Broadcasting Corp., but judging by acceptance of past recommendations of Parliamentary Committee, it is expected that CBC will recommend to Department of Transport that stations asking for power increases be licensed for the increased power.

BROCHURE has been sent to advertisers and agencies by CBS radio sales containing BMB audience maps for nine stations represented by spot sales division.

NEW ORSON WELLES
Goerch of WPTF Finds People Believe Most Anything

CARL GOERCH, whose *Carolina Chats* has been a Sunday feature on WPTF Raleigh, N. C., for 15 years, used his stint on July 13 to tell about his encounter with a mythical flying saucer while flying his private plane home from Wrightsville beach.

Without labeling the story as fictional, Mr. Goerch spun a hair-raising yarn, complete with helmeted men having green skins and bulging yellow eyes, and said that he engaged in an interesting conversation with them by means of sign language as their saucer drew alongside his plane.

Numerous phone calls were received by WPTF, most persons wanting to know if the story was authentic.

Says Mr. Goerch: "From now on, regardless of how absurd a story is, I'm going to label it plainly and distinctly as a joke so there won't be any misunderstanding."

The station, since it had not received an advance copy of Mr. Goerch's script, had no opportunity to edit it, according to R. H. Mason, WPTF general manager. "In view of the many obviously absurd statements contained in the broadcast," Mr. Mason continued, "it was presumed that the audience would realize that the story should not be taken seriously by anyone. Mr. Goerch did not see a flying saucer —period."

AFM-CBC Negotiations

NEGOTIATIONS BETWEEN American Federation of Musicians and Canadian Broadcasting Corp. regarding dual pay for AM and FM broadcasting and shortwave broadcasting of AM programs is still continuing, Walter Murdoch, Canadian executive of AFM, told the Parliamentary Radio Committee at Ottawa in answer to questions. He would not give definite policy on FM and shortwave broadcasts in view of negotiations, when pressed if Canadian FM development would be subject to same policy as that in the U. S.

Atlanta's Most Modern Station

WBGE

Atlanta's Only 24 Hour Station

Studios and General Offices
Georgian Terrace Hotel

Mike Benton, Pres. Maurice Coleman, Gen. Mgr.

General Broadcasting Company

Text

(*Continued from page 13*)

to read as follows:

Divisions of the Commission

1.6 Broadcast Division, which performs those functions relating to broadcasting and delegated to the Division by the Commission in Section 1.105 of these Rules and Regulations.

1.7 Common Carrier Division, which performs those functions relating to common carrier communication by wire and radio and delegated to the Division by the Commission in Section 1.106 of these Rules and Regulations.

1.8 Safety and Special Services Division, which performs those functions relating to specialized communications services and industrial uses of radio and delegated to the Division by the Commission in Section 1.107 of these Rules and Regulations.

(5) Section 1.11 is amended to read as follows:

1.11 Secretary.—The Secretary of the Commission is the custodian of its official records and of the records of the respective Divisions. He is responsible for the preparation of the minutes which are the official records of action taken by the Commission and the Divisions, the processing of the correspondence and official papers, the administrative examination of applications, and certain functions relating to the internal management of the Commission and the Divisions. All orders, permits, licenses, or other instruments of authorization made, issued, or granted by the Commission or the Divisions are signed by the Secretary in the name of the Commission or the respective Divisions and authenticated by the seal of the Commission which is also the seal of the Divisions, unless otherwise specifically directed by the Commission. In the Office of the Secretary are the following units:

(a) License Division
(b) Service Division
(c) Records Division
(d) Minute Section
(e) Library Section

(6) Sections 1.101 to 1.107, inclusive, are deleted and new Sections 1.101 to 1.110, inclusive, are adopted to read as follows:

1.101 Authority for delegation.—(a) Under the authority of Section 5 of the Communications Act of 1934, that portion of the work, business or functions of the Federal Communications Commission hereinafter specified is delegated, assigned and referred to the respective Divisions of the Commission, individual Commissioners, and employes of the Commission, hereinafter designated, for action thereon in accordance with the Communications Act of 1934, as amended, and the Rules and Regulations, Orders and established policies of the Commission.

(b) Any Division of the Commission, Commissioner, or individuals to whom authority is delegated shall have power and authority to consider and determine, order, certify, report, or otherwise act as to any of said work, business or functions so delegated, assigned or referred to it, and in respect thereof shall have all the jurisdiction and power conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken in respect to any matters delegated, assigned or referred shall have the same force and effect, and may be made, evidenced and enforced in the same manner as if made or taken by the Commission.

(c) The entire Commission shall have and exercise jurisdiction over all matters with respect to which authority is not conferred by specific delegations in these Rules and Regulations.

(d) Wherever, in these Rules and Regulations, reference is made to the Commission and to the exercise of Commission authority, such reference shall include the respective Divisions of the Commission with respect to any matter delegated to the Divisions by the Commission.

1.102 Reconsideration with regard to action taken under delegation of authority.—(a) Any person affected by an order, decision, or report or other action taken or made under any delegation of authority made herein may file a petition for reconsideration within 20 days after public notice is given of the action complained of, and every such petition shall be passed upon by the Commission. Appeals from action of the Motions Commissioner must be taken within 2 days in accordance with Section 1.745.

(b) Within 20 days after public notice has been given of any action taken or made under a delegation of authority, the Commission or the authorized Division, Commissioner or individuals making or taking such action may set such action aside on its or his own motion; or the Commission, on its own motion, may set aside any action taken or made by a Commissioner or the individuals so authorized.

Delegations to the Divisions of the Commission

1.105 Delegation to Broadcast Division.—The Broadcast Division shall have and exercise jurisdiction over applications relating to broadcasting (the dissemination of radio communications intended to be received by the public directly or by the intermediary of relay broadcast stations). This delegation of authority shall include jurisdiction over the following:

Amplitude Modulation (AM, or standard)
Frequency Modulation (FM)
Television (TV)
Non-commercial educational FM
International, Facsimile, Developmental and Auxiliary radio services (studio link and remote pickup)

1.106 Delegation to Common Carrier Division.—The Common Carrier Division shall have and exercise the authority vested in the Commission with respect to the regulation of common carriers of communication by wire or radio relating to the rates, services, facilities, accounts and records of such common carriers, and applications with respect to mergers and consolidations, interlocking directorates, radio station authorizations and cable landing licenses.

1.107 Delegation to Safety and Special Services Division.—The Safety and Special Services Division shall have and exercise jurisdiction over applications relating to or connected with communications for safety purposes, and the specialized uses of radio by industry, state and local government, and the general public. This delegation of authority shall include jurisdiction over such services as:

Aeronautical Service
Marine Service
Railroad Service
Amateur Service
Industrial, Scientific and Medical Service
Highway Mobile Service
Urban Mobile Service
Utility Service
Police Service
Fire Service
Press Service
Forestry Service
Geophysical Service
Motion Picture Service
Provisional Service
Special Emergency Service

1.108 Reservation of Authority.—The entire Commission shall have and exercise jurisdiction over all matters not herein otherwise specifically delegated to a Division; over the adoption and amendment of its Rules and Regulations, including rules for the Divisions of the Commission; over the assignment of bands of frequencies to the various radio services; over the appointment and tenure of all officers and other employes of the Commission and the Divisions thereof; over applications for reconsideration of actions taken under a delegation of authority; and over all matters which fall within the jurisdiction of two or more of the Divisions established by these Rules and Regulations.

1.109 Conflicts of Authority.—In any case where a conflict arises as to the jurisdiction of any Division or where jurisdiction of any matter or service is not allocated to a Division, the Commission shall determine whether the entire Commission or a Division thereof shall have and exercise jurisdiction, and if a Division, the one which shall have and exercise such jurisdiction.

1.110 Record of Actions of the Divisions.—All actions taken by the Divisions of the Commission shall be recorded each week in writing and filed in the minutes of the respective Divisions.

It is Further Ordered, That this Order shall remain in full force and effect to and including March 31, 1948, after which all amendments made herein shall expire and the rules and regulations herein revised and deleted shall be reinstated in their present form and content, unless otherwise ordered by the Commission.

FEDERAL COMMUNICATIONS COMMISSION,
T. J. SLOWIE, Secretary.

Jones

(*Continued from page 15*)

Comr. Durr being in Alabama.

While Messrs. Denny, Jett and Webster have returned to Washington intermittently for sessions with their colleagues, Commission sources expect that during the remainder of the international sessions their visits will be rare unless questions of a high policy level occur.

The policy of reserving decisions on major policy problems until the full Commission can be assembled is expected to help Mr. Jones orient himself somewhat more gradually in FCC activities. Otherwise he would be plunged immediately into the maze of problems, both large and small, which confront the Commission.

Meanwhile he is still working fulltime on Capitol Hill as Congressman from Ohio's Fourth District. He expects to do so until Congress adjourns about July 26 and then, after getting his desk in order, plans to take a short rest before he is sworn in and takes up his duties at the Commission.

MARGUERITE MIEL, executive secretary of Volunteer Bureau of Greater Hartford, has sent a letter to WDRC Hartford, Conn., congratulating station on splendid service performed through its public information broadcasts.

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA KOMA OKLA. CITY

THE QUALITY STATION
WDUZ
GREEN BAY, WIS.
BEN LAIRD, PRES.
DAY and NIGHT
COMPLETE METROPOLITAN COVERAGE
WRITE TO
NATIONAL REPRESENTATIVE
TAYLOR-HOWE-SNOWDEN
Radio Sales

Petrillo

(*Continued from page 17*)

the most the committee will achieve will be an unofficial and informal agreement that the music chief will comply with the law as it stands in return for easy treatment at the hands of the committee. Talk of additional legislation has died completely for the present.

The Committee is beginning to lose interest in Petrillo alone, and according to a statement issued last Thursday by Chairman Hartley, "is authorized to investigate labor union racketeering in general." This broad approach will be initiated in Hollywood. Hearings there will be conducted by Rep. Kearns and Richard M. Nixon (R-Calif.).

Murrow

(*Continued from page 20*)

and is a former president of the National Student Federation. In 1932 he was appointed assistant director of the Institute of International Education, leaving that post to join CBS.

Winner of many journalistic and radio awards, Mr. Murrow got the first Overseas Press Club award for distinguished foreign news coverage. In 1941 he was voted "Man of the Year" by Kappa Sigma, his fraternity. His CBS show, *London After Dark*, won a first prize at Ohio State U.'s Institute for Education by Radio in 1941. He is the author of one of the first best-sellers of the war, *This Is London*.

His probable successor at CBS, Mr. Taylor, who is 40, broke into radio in 1929 as an announcer for WHAS Louisville. He joined CBS as an announcer-producer in 1933 and was made head of the network's Music Division in 1936.

On June 1944, Mr. Taylor was granted wartime leave from CBS for assignment to Gen. Eisenhower's headquarters. He later headed the SHAEF radio station. He rejoined CBS in November 1945, as director of programs and in December of that year was made a vice president. He shared with Mr. Murrow the responsibility for all CBS broadcasts.

Mr. Robinson recently resigned as vice president and national radio director for Foote, Cone & Belding. He joined Young & Rubicam as a messenger in 1928 and rose to become a vice president and associate director of radio for that agency. He set up Young & Rubicam's Station Relations Dept. in 1933 and took over the agency's radio production in 1938. He was named radio director in 1943 and a vice president the next year. Mr. Robinson left Young & Rubicam in 1941 to become a vice president of the Blue Network, which later became ABC.

SERIES of public interest programs has been started by KWSC Pullman, Wash., using a tape recorder. Airport dedication, college building program, school graduations, city sports center, married students community and other remotes are lined up by Ollie Billings, announcer. He used the recorder in a plane to describe farm spraying.

PETRILLO BLASTED

Newspapers Editorially Hit At AFM 'Dictatorship'

EDITORIAL COMMENT on recent developments dealing with James Caesar Petrillo:

Los Angeles Herald-Express: "If an investigation were made into the abuses which could be charged against this particular dictatorship the report would fill volumes, but no such investigation and no such report is now necessary, for the Taft-Hartley bill, now law, will correct the evil. But this law will not make Mr. Petrillo completely a good boy. Even as he accepted the passing of the law he told a House Labor Subcommittee that his union is taking steps to cut off the broadcasting of AFL musical recordings over national networks."

New York Herald Tribune: ". . . instead of simply accepting the law we find him now before a House labor subcommittee proposing brazenly to sidestep it in certain particulars. With respect to recordings, transcriptions and broadcasts for national networks, his organization, he said, intends next year to stop making them entirely and possibly go into the recording business itself . . ."

Bridgeport (Conn.) *Post:* "That maestro of absurdity, James Caesar Petrillo, didn't surprise anyone when he told a House Labor subcommittee, 'I'm no angel, I lost my wings a long time ago.' Nobody ever thought he was an angel, though he still gives evidence that he has something that needs to be clipped, whether it be wings or just plain gall . . ."

On Clinic Program

FOUR NEW YORK advertising executives are scheduled to discuss the relationship between network affiliates and agencies at the CBS promotion managers' clinic to be held in New York Sept. 8-10. Those participating in the panel discussion, scheduled for Sept. 9, will be: Linnea Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Frank Silvernail, BBDO, and William Dekker, McCann-Erickson Inc.

WFIL-TV DISCLOSES ITS PROGRAM RATES

WFIL-TV Philadelphia will start its television programs with a $200 an hour rate for live shows, according to the station's rate card. Charges are to be graduated, however, based on the number of receivers in use, up to $650 when there are between 15,000 and 20,000 sets in the area.

The half-hour rate for the opening is $120 and $80 for a quarter hour. Two hours of camera rehearsal will go free with each hour of bought time. Twenty-five dollars an hour is charged for extra rehearsal time over two hours but less than four hours for each hour of bought time.

Film shows range in scale from $75 per half-hour while there are less than 5,000 sets in use to $250 when there are more than 15,000 in circulation. Spots, time signals or weather forecasts are to cost $25 for film at the 5,000 level up to $55 for the 15,000 figure. Charges for live spots range from $35 to $65. Time segments are to be 50% of the 15-minute rate for five minutes and 80% of the 15-minute rate for 10 minutes.

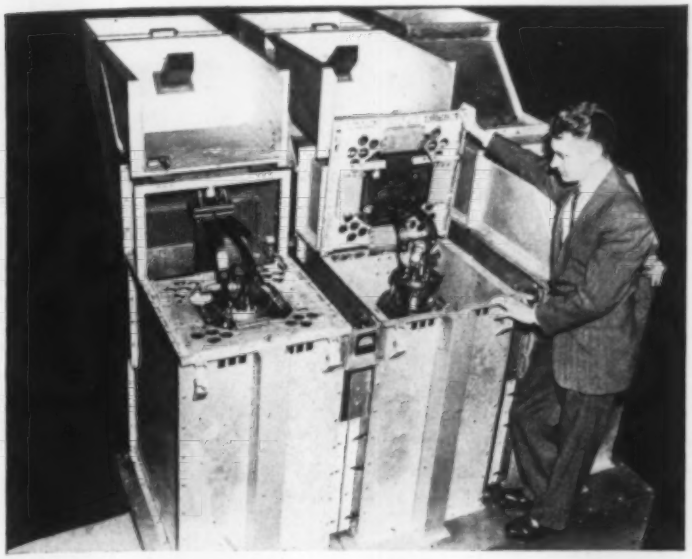
Resumes Bulletin

BBC on June 20 resumed publication of the American edition of its *Overseas Press Bulletin*, weekly program schedule and news report, which had been suspended during the war period. First issue reports that BBC has placed orders with Electric & Musical Industries and Marconi's Wireless Telegraph Co. for a video and sound transmitter, respectively, for a new television station to be erected in Birmingham. New station will relay the programs of the BBC London video station and is expected to serve an area of about 40 miles radius around Birmingham.

"HAWK LARRABEE," a CBS western drama, will be offered for sale by local CBS stations on a cooperative basis starting Saturday, Aug. 2, the network announced last week. On that date the program series switches from 8-8:30 p.m. Fri. to 7-7:30 p.m. Sat. Show originates at KNX Hollywood.

NBC AFFILIATE
Bulova Watch Company
has continuously presented the famous Bulova Time Signals, two each evening, seven days a week, ever since WINR went on the air last August.
When in Rome, Do as the Romans Do . . .
PUT YOUR MONEY ON THE
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

RCA Claims Its 50-kw FM Transmitter Is 'First' of Kind



Dana Pratt, manager of RCA Broadcast Equipment Sales, examines one of the grounded grid tank circuits and the newly-developed tubes used in the amplifier circuits of the transmitter.

RCA Victor claimed this week to be the first to develop a commercial 50-kw FM transmitter. It was stressed that the transmitter is of pre-production design.

The announcement was made by Dana Pratt, manager of the Broadcast Equipment Sales Section of the RCA Engineering Products Dept., who said the transmitter is constructed to permit flexibility of installation. It consists of a series of vertical chassis, supported by steel frames and mounted in cabinets of uniform height. It breaks down into small units for easy installation in skyscrapers or in other difficult locations.

Transmitter makes use of a unique type of construction in the tank circuits of the power amplifier section. The power tubes are operated in metal-enclosed concentric tank assemblies, which are grounded and form an integral part of the transmitter. Since this housing is at zero potential, it acts as a shield and eliminates the need for special guard cages or enclosures, ordinarily required for the protection of personnel from dangerously high voltages.

A specially designed high-frequency power tube (RCA-5592) was developed by the RCA Tube Dept. for the new transmitter. It is an air-cooled triode, designed for grounded grid operation. The same type is used in the driver and final amplifier stages.

The new transmitter, RCA Type BTF 50-A, employs grounded grid circuits which have certain inherent advantages over conventional circuits, according to Mr. Pratt.

Actual frequency modulation is accomplished in the exciter unit directly by push-pull reactance tubes connected across the frequency-determining circuits of the modulated oscillator. This direct modulation process eliminates numerous multiplier and converter stages, resulting in lower noise and distortion levels and lower power consumption. A frequency control circuit of special design instantly corrects any deviation from the mean carrier frequency, RCA Victor explains.

Circuit Protection

All high power circuits are doubly protected by high-speed overload relays in addition to magnetic trip circuit breaker switches. Circuit indicator lamps provide a quick means for analyzing faults such as air failure and circuit overload. Protection from antenna or transmission line failure is provided by a transmission line monitor which automatically shuts down the transmitter when any unwarranted change in signal intensity is detected.

To insure continuous broadcast service, provision is made for antenna cutback operation, a single control switch transferring the antenna from the final amplifier to an intermediate amplifier, which supplies approximately 8 kw. At the same time, the driver and power amplifiers are isolated, making it possible to service these units in complete safety while a regular program is being broadcast at reduced power.

A new control console is supplied as standard equipment with the transmitter. It contains audio mixing and monitor controls, and primary power switching for the transmitter and for the antenna tower lights.

NEWSMEN WATCH NEW FM 'PILOTUNER' WORK

PILOT RADIO Corp.'s new FM "Pilotuner" was given its first metropolitan preview at a demonstration for newsmen and FM broadcasters in New York's Hotel Dorset on July 15.

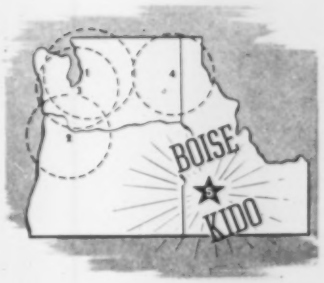
The "Pilotuner" is described by its manufacturers as an FM "translator" that may be attached to any AM radio set by a single wire and "provide the full benefits of superior FM reception." The price is $29.95.

In last week's demonstration it was attached successively to a 1932 table model Pilot radio, a 1940 FM-AM Pilot radio-phonograph combination and a standard public address system.

The "Pilotuner" itself is 8¾ inches wide, 6¼ inches high and 5¾ inches deep, finished in walnut. It has five tubes, a selenium rectifier, a three-gang copper condenser and built-in FM antenna. Circular letters on the "Pilotuner" have been mailed to all FM stations, Pilot Corp. officials said.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)
$231,837,000 Retail Market
you need
WSAZ
HUNTINGTON, W. VA.
5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
represented by BRANHAM

It Takes Only One Buy to Cover



—the Pacific Northwest's 5th Major Market!

Where per capita retail sales are TRIPLE the National average.
You can cover this market with just one buy because—

KIDO
Basic NBC Outlet
Dominates the Boise Market
Represented Nationally by John Blair & Co.

Baltimore's Listening Habit
We Cover the Baltimore Market
MUTUAL BROADCASTING SYSTEM
Free & Peters, Inc.
Exclusive National Representatives
John Elmer, President
George H. Roeder, General Manager

Hon. Leon Levine
Columbia Broadcasting System
NewYork City

Dear Leon:

Well, sir there's no rest down here on this 5000 watt station . . . no sir, there's no rest. After that Wendy Warren promotion the boys put on, I thought that easier days were ahead . . . but I was wrong! Now Harry Brawley, our education director, tells me that you're producing a special summer School of the Air . . . eight special programs . . . and he wants us to give it that extra touch. No sir, there's no rest down here!

Yrs.
Algy

WCHS
Charleston, W. Va.

KFMB *sells* **SAN DIEGO**

Buying-power for your product! San Diego leads all U. S. cities for the sixteenth time* in two years in per capita retail sales and services. Reach California's 3rd great market from "within" with KFMB.

* June, 1947

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Fibber

(*Continued from page 15*)

advertising manager, who has been with the company for 22 years, sets forth the aim of its advertising in these words: "We want the good will and selling support of dealers for our products, but we seek to earn it by making the customer so thoroughly aware of Johnson quality that her purchase of Johnson products is automatic. Our goal is to have the public so sharply conscious of the superiority of our products that dealers need only give them good display to do a profitable year-'round business on them."

As Johnson's sponsorship of *Fibber McGee and Molly* (and such popular replacements as Fred Waring, whose Pennsylvanians this summer provide Johnson's entertainment for the second year, begun June 24) has continued since its entry into radio in 1935, its radio expenditures have been multiplied 3½ times, reflected in increased cost of talent, time and additional stations. In 1935, Johnson divided up its advertising budget 70% to radio and 30% in publications. Today the ratio is closer to 56% radio and 44% publications.

While this money goes largely to advertise such Johnson products as Wax (Paste, Liquid and Cream), Glo-Coat for floors and linoleum, Carnu and Auto Wax, the company manufactures a variety of other products for industry. Even the orange you cut up for breakfast may have an invisible protective coating of a special Johnson's Wax on it.

New Product

As a result of its war production, Johnson is now on the market with a new water-repellent for fabrics called Drax, which it expects to join other Johnson products as household words.

Johnson's first ad called attention to the "refinement and quality" of parquetry—a type of paneled flooring that has since become almost a lost art. The founder of S. C. Johnson & Son, Inc., got into the wax business more by accident than design. As more and more customers wrote in to ask how to polish their parquetry flooring, Mr. Johnson began to realize that there might be more demand for wax than for fancy flooring.

The gradual growth of the Johnson firm to its present position as the world's largest manufacturer of wax products is the story of an old-fashioned belief inspired by the founder that if you make something better than your competitor and talk about it enough, people will soon insist on buying it.

By 1916 the firm abandoned the manufacture of parquetry entirely as hardwood floors came into common use. In addition to making floor finishes, the company, under the direction of Herbert Fisk Johnson, son of the founder, soon branched out into the manufacture of paints and commercial wax products. Johnson entered foreign markets by establishing an English company in 1915. Despite the brisk competition and the natural preference for British-made merchandise, Johnson's Wax today is a leading seller in Great Britain.

Other Foreign Branches

The company's expansion eventually added other foreign offices; an Australian branch in 1917; a Canadian company in 1920, and a Paris branch in 1931. The company also owns considerable holdings in Brazil, source of the raw material from which Johnson's Wax Products are made.

The confidence that S. C. Johnson had in the effectiveness of advertising has carried over to the third generation. Ever since Herbert F. Johnson succeeded his father after the latter's death in 1928, S. C. Johnson & Son has used every advertising medium to carry its message to the American housewife. Eleventh oldest advertiser in Curtis Publications, Johnson ads appear in leading national publications and countless newspapers.

Johnson advertising is aimed at the consumers' eyes and ears. Family publications such as *Saturday Evening Post, Woman's Home Companion, Ladies' Home Journal, Life, Better Homes & Gardens,* the *American Weekly,* etc., are most frequently used. The copy and art is aimed to show the many uses for Johnson's products and Johnson ads feature bright, gay interiors. With radio, the company feels its sponsorship of good clean entertainment will find receptive ears for straightforward statements about the products.

The extent to which Johnson advertising has influenced public acceptance for wax polishes is indicated by recent surveys which reveal that 9 out of 10 American homes use such products, most of them, happily, bearing the Johnson label.

Dell Modern Magazines recently made a consumer survey which showed 65% of the women interviewed—a random sample of 5,000—using Johnson's Wax, with 6% for its nearest competitor.

Product Display

But while Mr. Connolly admits that radio and publication advertising are both essential, he also stresses the importance of product display. It is, he says, half the advertising job. As a result, each of Johnson's 250 salesmen gives point-of-purchase display his constant attention.

Johnson executives include: H. F. Johnson Jr., chairman of the board and president; J. J. Babb, executive vice president; P. M. Peterson, vice president in charge of sales; R. W. Carlson, in charge of all sales and merchandising; R. P. Gardiner, vice president in charge of production and Mr. Connolly, advertising manager.

In Racine, Wis., the Johnson factory is known as a "good place to work." The Administration Building is probably the most unusual office building in the nation. Designed by Frank Lloyd Wright, this streamlined windowless Johnson building is breathtaking in its beauty. The factory buildings, less exciting to the eye but filled with the most modern wax-making equipment, number 36, cover 13 acres.

Behind the company's growth is a rare story of good employer-employe relations. For 30 years profits have been shared with employes. The company was one of the first to institute group insurance program, pensions and unemployment compensation. There is even a clause in the company's policy manual that requires executives to "take time off from working hours" for golf, a little fishing or other recreation in the interest of their well-being. All employes, factory or office, receive at least two weeks vacation with pay annually. Members of the company's 20 Year Club, of which there are 132 actively working, get three weeks with pay.

With an employe program of this caliber, it is little wonder that everybody in Racine, from the taxi-driver who picks you up at the station to the traffic cop, is likely to tell you that the sponsors of *Fibber McGee and Molly* are good people to work for.

Bangtail Bang

EXUBERANCE of George Krehbiel, *Detroit News* racing expert, in handling the WWJ-TV Detroit telecast of the feature race a fortnight ago at the Fairgrounds track, may have temporarily puzzled viewers. But it was all understandable when they learned that the winner of the $10,000 purse by three lengths was the Krehbeil-owned "Golden Man."

1st IN RADIO LINAGE

. . . in the Lyndon report covering the general advertising Press . . . January-June, 1946

Advertising Age

The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

RONSON LIGHTER styled cake is about to be cut by (l to r): Robert Swezey, vice president and general manager of MBS; James Cecil of Cecil & Presbrey, agency handling Ronson account; and Alexander Harris, president of Ronson Art Metal Works Inc. Occasion is first anniversary celebration of Ronson sponsorship of *Twenty Questions*, Sat. 8-8:30 p.m. on MBS, at New York's Astor Hotel.

WBBM Show Popular

FAVORABLE reactions have been reported by WBBM Chicago to the premiere broadcast last week of its new summer series on juvenile delinquency, *Report Uncensored* [BROADCASTING, July 7]. Station reports huge volume of mail from clergymen, doctors, parents, teachers and social workers. Prepared in cooperation with Chicago Bar Assn., weekly series presents facts behind scenes of national problem, while also suggesting what can be done to eradicate juvenile delinquency, especially locally.

WBBM says prisoners at Illinois State Penitentiary at Joliet were unanimous in their comments on the program's effectiveness.

Disc Show Ruling

MOVIE PERSONALITIES will not be made available to disc m.c. programs at the AFRA scale, according to a ruling of the radio committee of the Motion Picture Producers Assn. at a meeting July 15. The action followed representations on behalf of Paul Whiteman and Tommy Dorsey. Studios will furnish music directors, composers and scorers, but will not provide stars and featured players.

Three Class A, Six Class B Conditionals Issued for FM

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC.

One of the Class B grants went to CBS for an FM affiliate of its WTOP Washington. The network, not an applicant for one of the nine channels originally assigned in the Capital, received one of the reserved channels which became available July 1. CBS earlier had given up its Class B grant for St. Louis, where it operates AM station KMOX, in order to prosecute its Washington FM application without involving conflict with the Commisson's multiple-ownership rule [BROADCASTING, June 9].

FCC also made the following allocation plan changes: Bristol, Tenn., deleted Channel 223 (92.5 mc) and added Channel 287 (105.3 mc); Wabash, Ind., added Channel 248 (97.5 mc); Raleigh, N. C., deleted Channel 273 (102.5 mc); Durham, N. C., added Channel 273, and New London, Conn., deleted Channel 266 (101.1 mc).

Three permittees were given new frequency assignments in lieu of previous assignments while construction permits were issued for two Class A and three Class B stations. CPs in lieu of previous conditions were authorized for one Class A and two Class B outlets.

The Class A conditional grantees:

Silver Spring, Md.—Montgomery FM Broadcasting Corp. Proposed assignment: Channel 280, 103.9 mc. Principals (each 20%): Mrs. Annie Alpert who, with husband, Henry Alpert, operates grocery, president; owner; Henry Alpert, Sidney Alpert, freelance photographer, to be general manager, vice president; Sol G. Lichtenberg, attorney, secretary-treasurer; Leonard Broider; Hyman Alpert, insurance broker. Preferred stockholdings: Isadore Broider, manager Washington Haberdasher Inc., 50 sh; Mrs. Alpert, 5 sh; Sidney Alpert, 50 sh; Sol Lichtenberg, 50 sh; Leonard Broider, 40 sh; Hyman Alpert, 40 sh.

Gainesville, Ga.—Northeast Georgia Broadcasting Co. Proposed assignment: Channel 269, 101.7 mc. Principals, each 14%: Paul Plaganos, owner State Theatre, president; Leslie B. Quinlan, president and 55% owner Owens-Osborne Hosiery Mills, vice president; John Jacobs Jr., treasurer; James A. Dunlap, attorney, secretary; J. Henry Washington, lumber business; A. S. Hardy, publisher weekly Gainesville News, and Edgar B. Dunlap Jr.

Clearwater, Fla.—Springtime City Broadcasting Co. Proposed assignment: Channel 261, 100.1 mc. Grantee owned by Victor John Morgan, publisher and part-owner Clearwater Sun.

The Class B conditional grantees:

Washington, D. C.—CBS, owner-operator WTOP Washington, WBBM-FM Chicago, KNX Los Angeles, WEEI Boston, KMOX St. Louis, WCCO Minneapolis and WCBS WCBS-FM WCBS-TV New York.

Bristol, Va.—Appalachian Broadcasting Corp., licensee WCYB Bristol.

Wabash, Ind.—Syndicate Theatres Inc., permittee FM station WCSI Columbus, Ind., and proposed grantee new AM station in that city.

Fresno, Calif.—Pacific Broadcasting Co., permittee FM station KSFH San Francisco.

Santa Rosa, Calif.—Ruth W. Finley, licensee KSRO Santa Rosa.

Durham, N. C.—WDUK Inc., licensee WDUK Durham.

In lieu of previous assignments, new frequency assignments were made by FCC as follows: KGO-FM San Francisco, Channel 291, 106.1 mc; WHDH-FM Boston, Channel 233, 94.5 mc, and Brownsville Herald Publishing Co., Brownsville, Tex., proposed Channel 296, 107.1 mc.

The following stations were authorized CPs; conditions (power given is effective radiated power, antenna height above average terrain):

Associated Broadcasters Inc., Bethlehem, Pa.—Class B, Channel 300, 107.9 mc, 16 kw, 545 ft.

New Rochelle Broadcasting Service Inc., New Rochelle, N. Y.—Class A, Channel 228, 93.5 mc, 1 kw, 180 ft.

WGAL Inc. (WGAL), Lancaster, Pa.—Class B, Channel 267, 101.3 mc, 16 kw, 545 ft.

UAW-CIO Broadcasting Corp. of Detroit, Mich.—Class B, Channel 270, 101.9 mc, 52 kw, 340 ft.

Dairyland's Broadcasting Service Inc. (WDLB), Marshfield, Wis.—Class A, Channel 280, 103.9 mc, 1 kw, 250 ft.

The following were authorized CPs in lieu of previous conditions:

Hudson Valley Broadcasting Co. Inc. (AM permittee), Albany, N. Y.—Class B, Channel 230, 93.9 mc, 2.1 kw, 1,130 ft.

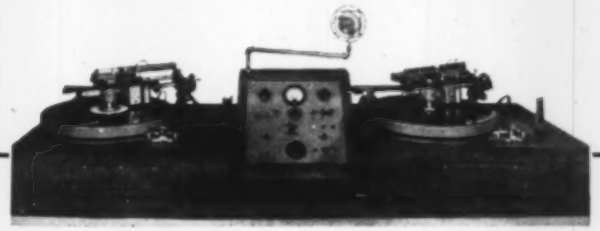
Laurence W. Harry, Fostoria, Ohio—Class A, Channel 288, 105.5 mc, 450 w, 130 ft.

Copper City Broadcasting Corp. (WKAL), Rome, N. Y.—Class B, Channel 239, 95.7 mc, 32 kw, 450 ft.

WATL Decision

FINAL ACTION on charges of unfair labor practices brought by AFRA against WATL Atlanta is still to be taken by the National Labor Relations Board. In a report on the WATL case in BROADCASTING, July 14, it was stated erroneously that NLRB had reached a decision. One of NLRB's trial examiners, Sidney Lindner, has recommended that the board dismiss the AFRA charges, except in the case of Lawrence J. Mellert, an announcer who was discharged by WATL April 26, 1946. NLRB can accept or reject Mr. Lindner's recommendations, since the report of any trial examiner is not binding on the board.

VETERANS ADMINISTRATION now has available to ill and disabled veterans about 200 complete educational courses. Among the educational manuals offered is one titled "What is the Future of Television."



KXYZ is accepting bids on above equipment which consists of a custom built console containing dual Presto 6 N recording tables, complete with 1 C cutting heads, automatic equalizing, complete switching for two-studio operation, talk back, signaling system, and Presto EU 7 cutting amplifier.

Mail all inquiries to Radio Station KXYZ, Fifth Floor Gulf Building, Houston, Texas, Phone Long Distance 652.

HOTEL STRAND

Atlantic City's Hotel of Distinction

ATTENTION DELEGATES

We invite all delegates to the National Association of Broadcasters Convention in Atlantic City, Sept. 13th to 18th to make this lovely hotel "Your Headquarters".

Beautifully Furnished Rooms . . . Salt Water Baths . . . Open and Inclosed Sun Verandas . . . Sun Decks atop . . . Cuisine Unsurpassed . . . Garage on Premises . . . Every Facility . . .

Attractive Rates — Make Reservations NOW.

Exclusive Pennsylvania Avenue and Boardwalk

Hooper Survey Reveals

INTERMOUNTAIN NETWORK *first..*

IN INTERMOUNTAIN WEST

Ask AVERY-KNODEL For Details

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Engineer—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMBC-owned station near Concordia, Kansas. Write fully. A. R. Moler, Chief Engineer, KMBC, Kansas City, Missouri.

Where are all the good radio men? Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 605, BROADCASTING.

Experienced announcer for 5000 watt CBS station. Position is steady for the right man. Good salary, two yearly bonuses; free insurance and hospitalization. Vacation with pay. Forty hour week. Box 997, BROADCASTING.

News editor and rewrite man wanted by progressive 250 w Mutual station. Splendid opportunity right man to supervise complete newsroom setup. Want experienced man, promotion experience would be to advantage but not necessary. We'll pay for results. Write Box 876, BROADCASTING.

Opening for copywriter who can turn out volume of selling spot copy. Will have opportunity to head department after proving ability. Send background, work samples and starting salary requirement to Box 882, BROADCASTING.

Announcers - operators with ticket. Three wanted. Send disc, if possible, photo, and experience, also state salary required. For new FM station near Detroit on the air about September 1st. WJJW Wyandotte, Mich.

Wanted: Two first class engineer-announcers for small Georgia station. Pay $50.00 weekly. Box 888, BROADCASTING.

Wanted: Experienced announcer capable disc jockey, ad lib, special events and play-by-play sports. Forty dollars week to start. Excellent opportunity for right man. Box 902, BROADCASTING.

Wanted: Sales engineer with FM engineering experience to sell FM transmitting equipment in southwestern United States. Box 903, BROADCASTING.

Help Wanted (Cont'd)

Sports announcer. North Carolina station wants play-by-play man with all-round experience including football, basketball and baseball. Will be expected to handle some staff work and special events. Box 904, BROADCASTING.

General manager with all-round experience especially in selling, wanted for new daytime kilowatt station in North Carolina. Excellent opportunity. Interview essential. Send full information. Box 929, BROADCASTING.

Chief engineer, regional station upstate New York. Working knowledge directive arrays required. Contact Paul Godley Company, P. O. Box J, Upper Montclair, New Jersey.

Salesmen with experience wanted by a 250 watt network station serving communities with approximately 60,000 population. Must be a real producer. Box 930, BROADCASTING.

Sales engineer. If you are an experienced engineer with real sales ability, we have a place for you. Salary commensurate with your ability. Company leader in equipment industry. Details and photo first letter, please. Box 931, BROADCASTING.

Experienced manager for new midwestern regional station owned by financially sound company. Network affiliation and also plan to enter FM field. Must be thoroughly experienced in all phases of management. Box 940, BROADCASTING.

Announcer—Immediately; must be experienced. This is a permanent job. Airmail complete details to Box 947, BROADCASTING.

Salesman wanted 1000 watt network station in the south. Salary plus commission. Permanent for man who can produce. Box 950, BROADCASTING.

Local salesman for midwest NBC affiliate. Must be thoroughly experienced in retail advertising and radio selling. Give complete background and your major selling accomplishments. If you can sell yourself to us we have an excellent opportunity for you. Write Box 951, BROADCASTING.

Wanted—Experienced time salesman. Daytime station in Texas on the air five months. Fulltime application pending. Latest Hooper shows remarkable audience growth. Staff young with plenty of radio know-how. Commission fifteen percent. Adequate drawing account. Give complete background, also photograph in first letter. Box 952, BROADCASTING.

Wanted—Station manager and chief engineer for new independent FM broadcast station in Chicago. Veterans and Chicago residents preferred. Give reference and experience. Box 955, BROADCASTING.

Experienced engineer to construct and operate Class-A FM station New Rochelle, N. Y. Provide full particulars first letter. M. Schapira, 17 Academy Street, Newark 2, N. J.

Help Wanted (Con'd)

Are you this woman? You are interested in radio as a career. You are twenty-three or older. You announce, write, and do special programs. Don't mind living in a small community. Do not require top salary to start. If you are these, write fully including picture. Box 958, BROADCASTING.

5000 watt station in southeast, specializing in live-wire live-talent shows and showmanlike operation, wants continuity writers (not executives) for commercial copy, girls or men. Also, two news editors, for editing wire, gathering and writing local news; newscasting ability desirable, but not essential. Your chances better if you send full particulars with first letter, including photo and salary requirements, as need is immediate. If you work the air, send a disc. Write right away; this may be what you have been waiting for! Box 966, BROADCASTING.

Experienced, reliable man for organizing and supervising Artists Service Bureau, specializing in booking of hillbilly acts appearing on station. Box 967, BROADCASTING.

Chief engineer familiar with installation, operation new 250 watt station central Pennsylvania. Permanent. Box 969, BROADCASTING.

Announcer wanted by new 250 watt network affiliate in midwest. Sports-newscaster preferred. Only experienced men need apply. Box 970, BROADCASTING.

Wanted: Combination newsman and announcer. Must be able to write local news and do announcing. Good position for right man. Prefer young single man. Local Virginia network station. Write Box 972, BROADCASTING.

Announcer, engineer commercial manager for one of Michigan's best small stations. Permanent, immediate employment to qualifying persons. Tell all in first reply. Box 973, BROADCASTING.

Major network seeks topnotch producer-director from RRR, Employment Service, Box 413, Philadelphia. Openings also for announcers, copywriters, technicians, announcer-operators.

New regional station, upstate New York, will need in November expert personnel in all departments. Frazier & Peter, Radio Management Consultants, 622 Bond Building, Washington 5, D. C.

New regional station in east Texas needs following personnel. Only experienced or well trained need apply. Program director, announcer, licensed operator, salesman. Tell all in first letter. Address M. E. Danbom, Mgr., KTBB, Blackstone Hotel, Tyler, Texas.

Need combination men to staff new station. Top salary. Send qualifications, disc and photo. KXXL, Reno, Nevada.

Wanted: News editor to head local news bureau. If qualified, write WJTN, Jamestown, New York.

Wanted—Program director. Send references, audition disc, picture, salary expected. Must have minimum of 3 years experience. Housing available. Must be capable of personnel direction. Write Wayne Phelps, KHUZ, Borger, Texas.

Help Wanted (Cont'd)

Wanted—First class phone operator—preference given to combination men. Excellent opportunity with new station, 1000 watts. Mutual affiliate and member of only complete network in Hawaiian Islands. Write KMVI, Wailuku, Maui, T. H.

Chief engineer for new 1000 watt newspaper owned South Dakota station. Three to five years actual experience with directional antenna desired. Include experience, salary expected in first letter. Henry J. Schmitt, American-News, Aberdeen, South Dakota.

KRIO, McAllen, Texas, 1000 watts MBS needs night shift announcer immediately. $45.00 base, $60.00 guarantee, forty hours. Working conditions temporarily rough pending studio construction. Should have car, but not mandatory. Send audition transcription and background to Bill Dickson, KRIO, McAllen, Texas.

Situations Wanted

Experienced announcer. In all phases. Sports, news. Thorough knowledge of all types of music. Successful writer and producer of dramatic scripts. Hold B.A. and M.A. degrees in speech. Once passed audition in Radio City. Now with NBC outlet. Write Box 941, BROADCASTING.

Engineer—Experienced FM-AM, control room. AM studio transmitter construction. Desire permanent position with progressive station in good town. Box 942, BROADCASTING.

Complete staff for new regional network affiliate in metropolitan mid-south community. All positions open including general manager, program director, chief engineer, announcers, engineers, continuity writer, salesmen. Excellent working conditions. No replies wanted from floaters or radio school graduates. Please reply noting expected remuneration, experience and at least three recommendations which will be checked thoroughly and picture to Box 992, BROADCASTING.

Chief engineer wanted new regional network affiliate in mid-south. Pleasant community, good working conditions. Must be thoroughly experienced. State expected salary, experience and recommendations to Box 993, BROADCASTING.

General manager wanted new regional network operation in mid-south. Must be experienced manager with agency contacts, proven record of performance and at least five recommendations that can be thoroughly checked. State expected salary and other conditions. Replies treated confidentially. Reply to Box 994, BROADCASTING.

Sales Engineers

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to

Box 883, BROADCASTING.

AVAILABLE AT ONCE

Two 125 ft. steel, triangular, self supported type, radio towers. Foundation and erection plans available. Towers dismantled and marked for erection. Price $950 each. F.O.B. Rockland, Maine. Contact Robbins & White, 22 Monument Square, Portland, Maine.

TOWER FOR SALE

Heavy duty, 200-foot, self-supporting, non-insulated, four-cornered Blaw-Knox tower will be available for delivery about October first. This tower was designed to support a 6-bay FM or television antenna and comes with a 25-foot tubular antenna mast complete with socket and anchoring flanges. For AM use height could be increased to approximately 300 feet. Price $5,500.00, F.O.B. Richfield, Wisconsin, loaded on flatcar. For detailed description and drawing write station WTMJ, Milwaukee, Wisconsin.

Regional Station For Sale

Fulltime 5000 watts on Pacific Coast

This well known station has been under present ownership more than twenty years. Owner has excellent reason for selling.

The property, although a good moneymaker, should do better under management skilled in competitive operation in large metropolitan areas.

Substantial corporate cash reserves and Class B FM are included in the purchase.

Box 990, BROADCASTING

WANTED — TRANSCRIPTION BROKERS AND SALESMEN

- **New children's show. Year 'round public service feature. Universal appeal to build Hooper ratings for small stations. Some territories open on exclusive franchise basis. State your experience, territory, and present programs. Box 954, BROADCASTING**

Situations Wanted (Cont'd)

Experienced morning man with very successful show wants opportunity in metropolitan area. Minimum $75.00. Available two weeks notice. Box 943, BROADCASTING.

Promising announcer-writer. 24. Eight months experience; also, Army show. 3½ years college; advanced graduate NYC's leading radio school. Available immediately. Will travel. Disc, copy, photo. Box 590, BROADCASTING.

I want a salaried sales position with a radio station for my first year of employment and commission-draw setup thereafter. Have had five years of diversified broadcasting experience to qualify me for your offer. Box 799, BROADCASTING.

Chief copy and script writer for 5000 CBS affiliate seeking position in far west after October 15th. Thoroughly experienced in all mediums of copy and script writing. Samples, references, upon request. Veteran, married, 27. Box 884, BROADCASTING.

Successful announcer-editor-writer-actor. Seeks change. Box 885, BROADCASTING.

Canadian writer, now employed, wants position in metropolitan station anywhere in U.S. 3½ years production, continuity, copy, publicity, promotion. Written and produced drama, talk shows, gimmicks, musicals, remotes. Experienced in handling department. 18 months fulltime announcing. Ex-Air Force officer, age 25, and promised. Hard working, ambitious and desires permanent position. Box 887, BROADCASTING.

Announcer, veteran, 22, single. Trained all phases NY's leading school. Adept, alert. Will travel. Disc available. Box 925, BROADCASTING.

Experienced woman radio personality desires position on staff of western or intermountain station. Can produce and broadcast audience-promoting programs of interest to women and children. Know all phases of radio as well. College degree. Graduate drama and N.Y. radio school. Three years' experience—network and small stations. Attractive, refined . . . good voice, good personality. Available now. Box 937, BROADCASTING.

Records, commercials, news. Now metropolitan area over million. East preferred; married, 31, five years experience. Personal interview. Commercial potential equaling present position. Box 944, BROADCASTING.

Engineer—Several years experience construction, maintenance and operation, desires connection with progressive or new station as chief or transmitter engineer. Best references. All offers considered and replies given. Prefer western area. First phone, telegraph licenses. Box 945, BROADCASTING.

Announcer thoroughly experienced all phases desires change. Only large metropolitan city acceptable. Box 948, BROADCASTING.

Engineer—First class license with 18 years of radio experience, 6 years in broadcasting with power from 250 w to 50 kw—AM & FM. Have worked at installation, maintenance, xmitter, studio recording, and remoter. Excellent reference, desire northeast. Box 959, BROADCASTING.

One of nation's top news men seeks change. Object: possible housing. 20 years newspaper, radio experience. Capable supervisor; knows personnel. Tops in rewrite. Authoritative voice. Pioneered local, regional coverage. CBS trained. Knows promotion, production. Personal interview possible. Best network, broadcaster references. Write, wire Box 961, BROADCASTING.

Announcer, vet, single. Trained all phases radio. Hustler. No experience, but have ability to learn quickly. Will go anywhere. Disc, photo available. Box 962, BROADCASTING.

Station manager—Now employed as staff announcer on 5 kw in large metropolitan market—8 yrs. experience in programming, writing, directing, producing, etc. Now ready to tackle managerial post—30, college grad, vet.—plenty of ambition and ideas. Box 965, BROADCASTING.

Available Immediately

Football Sportscaster

Experienced

Box 976, BROADCASTING

Situations Wanted (Cont'd)

Versatile copy-script writer—Young woman. Experienced acting, writing, directing dramatic shows. Write sparkling copy. Plenty of imagination. Handle woman's and children's programs. Excellent radio voice and personality. College degree, musical background. Disc, photo, samples, references available. Prefer east coast. Box 991, BROADCASTING.

Manager-program-news director. Excellent 10 year all-round radio background. Ten years newspaper prior to radio. High recommendations. Veteran. Most eager for position can consider permanent. Box 963, BROADCASTING.

Experienced newspaperman and agricultural writer with sideline experience in farm broadcasting desires radio employment. College graduate. Now employed. Box 964, BROADCASTING.

Announcer-news editor: College graduate, married, 26 years old. Desires position as announcer or news editor or both. Limited experience as announcer; trained and with commercial experience as news editor. Prefer place within 200 miles radius of Washington, D. C., but will consider other suitable locations. Live audition or disc on request of seriously interested stations. Permanent. Write or wire Box 968, BROADCASTING.

Chief engineer desires change. University degree in communications engineering, with seven years experience in installation, construction, and operation of station and directional arrays. Box 971, BROADCASTING.

Newsman: Experienced edit, rewrite, broadcast. College. East preferred. Box 974, BROADCASTING.

Engineer, experienced, studios, transmitter, ten years; complete offer please. Box 975, BROADCASTING.

Radio dramatic director for agency or radio station. Young woman with several years finest training. Now assisting dramatic director. Good commercial sense. Box 977, BROADCASTING.

A disc in time saves nine. Announcer, sober, conscientious. Experience in commercials, newscasting, turntables, acting. Knowledge of all sports. Definite asset to any station. Box 978, BROADCASTING.

Engineer. 1st phone, RCA grad. Married, 24, not afraid of work. 2½ years Army radio and radar operation, maintenance and repair. Box 979, BROADCASTING.

Announcer. Mature, selling voice, ambitious, conscientious. Grad leading announcing school N. Y. Commercial, news, turntable experience. Can act. Box 980, BROADCASTING.

Free! Free! Free! Audition disc, photo, letter of background to station manager interested in conscientious, sober, young announcer experienced in commercials, acting, script writing. Some knowledge of board. Can run disc show, write own continuity and copy. Don't delay. Send today for this amazing offer. Box 981, BROADCASTING.

Engineer, 1st phone, 2 years experience. Single, college, available immediately. Box 982, BROADCASTING.

Station managers should switch to Farber because Farber is smoother! Announcer, experienced in commercials, newscasts. Can act, run platter shows. Right man for the right station. Audition discs on request. Box 983, BROADCASTING.

Engineer. 1st phone, grad RCA Institute. Married, 27, 5 years radio in Coast Guard. Desire make broadcasting career. Reliable, ambitious. Go anywhere in east. Box 984, BROADCASTING.

Announcer. Adapted for commercials, newscasts, turntables, continuity, and drama. Graduate leading New York announcing school. Box 985, BROADCASTING.

Operator, 1st fone, 2nd telegraph: RCA graduate. Will travel. Box 986, BROADCASTING.

Young woman with ten years experience in creative writing and production of top-rating radio dramatic show. Also, advisory and executive ability available for position with advertising agency or radio station. Box 987, BROADCASTING.

Manager, employed, seeks change. New owner revamping staff. Present salary $95. Box 988, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Situations Wanted (Cont'd)

Ambitious, but without experience. 21, single, willing to travel. Training in leading Chicago college. Can do announcing, disc shows, and write continuity. Audition disc on request. Chuck Barney, 4815 Prince Avenue, Downers Grove, Illinois.

Announcer, vet, single. Year at large radio college. Any locality. Victor Muth, 3516 57th Place, Chicago, Illinois.

Announcer, vet, single. One year large Chicago radio school. Will go anywhere. Contact Paul Reidy, 566 Walnut Avenue, Elgin, Illinois.

How can a man get announcing experience if you don't give him a chance? Married, veteran, 27, two children. Will travel anywhere. Michael Bobis, 1739 W. 71st, Chicago 36, Illinois.

Announcer. Vet, grad leading N. Y. school. Trained all phases announcing. Desires connection progressive station. Will travel. Disc and photo. John Blickley, 2037 Belmont Avenue Bronx 57, New York.

Announcer — Young—good personality. Available immediately. Acting and singing experience. Definite sports knowledge. Prefer New England and Middle Atlantic states. Tom Alagia, 30 McClintock St., Ocean Grove, New Jersey.

Announcer—Veteran, 25, single. Graduate nationally known radio school. Operation, announcing, sports, disc jockey, continuity. Go anywhere. Photo, disc, references upon request. Harker Smith, Box 480, RFD 2, San Marcos, Calif.

Engineer—1st phone, age 23, married. No broadcast experience, but 3 years Army operator. Prefer middlewest or east coast. Excellent references. Roger Clark, 16 Alameda Road, West Roxbury, Mass.

Experienced ambitious announcer, 27. Traffic manager, capable of handling news, sports, disc jockey, remotes. Desires position with progressive station. Now employed MBS affiliate. References. F. Walthour, c o KPDN, Pampa, Texas.

Continuity writer, women's department and disc jockey. Experienced. 3½ years college. Wishes to learn more. Caroline Reese, 606 Pike St., Huntsville, Alabama.

Damyankee doesn't like northern winters (health reason). Wants permanent job, south-southwest. God's country. Now have good job, perfect boss, who knows of this ad. 1st class license. 20 years transmitter experience, last 16, WDRC, last 7, transmitter supervisor. Also, recent experience, program writing, production, announcing, advertising. Jimmy Keefer, WDRC, Hartford, Conn.

Engineers, first class, with extensive modern training for commercial broadcast. FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Top-flight newsman-announcer. Fully experienced, three years newscasting. Versatile, sober, conscientious. $60.00 minimum. Ross Edwards, Bell Block News, 606 Vine Street, Cincinnati, Ohio.

How about live wire manager, five years with one station, and last three years with another full time operation? Knows how to get the business; knows programming; announcing; is sober, reliable. One who increased the yearly gross more than 70% in three years operation. Reason for leaving new owner taking over management. Contact you personally if desired. Write or wire N. L. Royster, Station WOLS, Florence, S. C., or phone 1310-W.

For Sale

For Sale—Radio station in Pennsylvania. Box 946, BROADCASTING.

Wilcox-Gay two speed recorder-phonograph; model 6A10; excellent condition. Best offer. Box 960, BROADCASTING.

Radio station for sale. Give background and financial ability. Box 989, BROADCASTING.

For sale—Ferris model 32-A field intensity meter; 150-20,000 kc in five bands; good condition; $200. John H. Mullaney, 820 13th St., N. W., Washington, D. C.

One Model A-30 recordgraph Frederick Hart & Co. film recorder, $500.00; one Presto Model Y recorder, amplifier and cutting table $350.00; one RCA OP-4 remote amplifier 50-ohm inputs $150.00. Radio Station WCOL, Columbus, Ohio.

For sale: Two brand new Presto 8-N recorders in cabinets. Also, two RCA type 72-C recording attachments with sliding equalizers to fit RCA turntables. Also, have two General Radio frequency monitors just taken out of service. Contact Bob McRaney, General Manager, The Midsouth Network, WCBI, Columbus, Miss.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

250 watt transmitter, modified Temco 350 okayed by FCC, ready to go. Price $800. R. Bennitt, Box 78, Fayetteville, Ark.

250 watt RCA Type 250-G transmitter and 175 foot Lehigh self-supporting radiator. Also, console recording RCA equipment. WSLI, P. O. Box 1847, Jackson, Mississippi.

250 watt WE 310-B transmitter presently licensed as auxiliary. Adjusted for 250-100-watt operation. Due to power increase, available approximately August 15. $2,000.00 with tubes and many spare parts. FOB Miami Beach. WKAT, Miami Beach, Florida.

New 5 kw Western Electric transmitter, 4 sets of tubes, factory-recommended spare parts, 25-A speech input equipment and gas emergency generator. Box 838, BROADCASTING.

Wanted to Buy

Will buy outright or controlling interest in west coast 250 watt station. Box 818, BROADCASTING.

Desire to buy a profitable new or established 250 or 1000 watt station. All replies confidential. Box 949, BROADCASTING.

Need approved modulation monitor in about 30 days. Give particulars and price. F. C. Ewing, WGRM, Greenwood, Miss.

Antenna tower approximately 200 feet, self-supporting preferred. Box 996, BROADCASTING.

Miscellaneous

Is your station in the "red"?—A former Federal Communications Commission executive has helped others and can help you put your station on a paying basis in the least possible time. Reasonable rates. All replies and business held in strictest confidence. Box 933, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

DOES THIS INTEREST YOU?

● A successful New York "rep" salesman, born in the south—familiar with detailed operations of many successful stations—who knows "everybody" of importance in radio time buying circles, and knows them as personal friends thru years of pleasant associations . . . would like to become associated with radio station outside of New York City.

● Reason: "To grow roots in a progressive community."

● You may know me . . . I probably know you. If you need a station manager or commercial manager and can meet a better than average salary, part of which may be a commission arrangement, write immediately. I am employed and can furnish top references including my present employer.

BOX 953, BROADCASTING

Congress

(*Continued from page 17*)

work. He told BROADCASTING that he had advised the broadcasters that "if you don't like the White Bill, you should back better legislation." Earlier he had said he might introduce a bill upon which hearings would be held before the committee he heads.

There was practically no time left in this session for the introduction of a new bill, much less hearings. But the way was clear for industry to make its suggestions and organize its approach for hearings next year. If industry does write a bill of its own, it appears certain that the House Committee, and not the Senate, will handle it. Therefore the next session may be faced with two radio bills, and a conflict over which should take precedence.

New Chairman

The House radio committee, however, may have to meet next year with a new chairman. Mr. Howell is waiting "Monday to Monday" for an appointment to the District Court of Claims. Next in line to head his committee would be Rep. Leonard Hall (R-N. Y.). Mr. Hall has said he will pick up where Mr. Howell left off, and is expected to sponsor whatever legislation his predecessor may initiate.

The subcommittee was to have held hearings on a bill by Rep. William Lemke (R-N. D.) to return FM to the 50 mc band. But since FCC witnesses could not be summoned because of their required presence at the Atlantic City conferences, the hearings were put off entirely.

Chairman of the full House Interstate & Foreign Commerce Committee, Rep. Charles A. Wolverton (R-N. J.) gave another reason for the lack of action in the radio subcommittee. He declared that the International Radio Conference in Atlantic City might have an important bearing on domestic radio legislation, and that he preferred to defer all radio legislation in his committee until it could be determined what the future situation of world radio will be. He indicated that the radio committee will remain in existence during next year's session.

Mr. Howell had no comment to make on Senator White's statement regarding the Senate bill, although he thought that the House Committee would "certainly" hold hearings if the White Bill is passed in the Senate next year. His own bill will be a clear departure from the lines established by the White Bill. Mr. Howell has given careful attention to the amount and nature of industry opposition to the White Bill, and if he introduces a bill of his own, it would be designed to gain the support of both the broadcasters and FCC, both of whom opposed the White measure, although on different grounds.

Recess Date Near

Senator White, meanwhile, said there is a good deal of unanimous thought in the Interstate Commerce Committee regarding radio legislation. This agreement, he declared, could even produce sufficient votes this session to report out a radio bill, although such action is extremely unlikely due to the pressure of business facing the Senate as the recess date of July 26 approaches.

Senator White said he feels Congress can recess at the early date "if it wants to." There is a "great deal of controversial legislation which must be dealt with before we can recess," he pointed out.

Some members of the Interstate Committee, notably the radio subcommittee and its staff, will work on through the summer. This seems to be Senator White's aim—necessary if, as he predicts, the bill is to be passed early next session.

In what appeared to be a warning to industry of the stand he intends to take, Senator White declared that the Committee was in substantial agreement on a stand opposed to the industry's conviction that radio should be permitted the same freedom allowed newspapers and other news outlets.

Radio Special Entity

He declared that "the industry would be making a serious mistake to defend this point of view." Its position would be untenable, he asserted, in the face of what he was "certain" would be complete Senate support of the Committee's position that radio is a special entity requiring special treatment. He said "I think the Senate will probably go along with the subcommittee on this and with a good many other points on which we are already in substantial agreement."

He would not identify the "other points" but characterized them as "among the most important" provisions of the original bill as it was introduced by him. He did concede, however, that the hearings had contributed considerably to the form which the final bill will take.

Spade Work

The subcommittee has been doing some of the spade work of compiling and examining the great bulk of testimony presented during almost three weeks of hearings. Senator White himself has done no work on the bill since the hearings ended. It is understood that he will not start work on it until the subcommittee is able to present an abstract of the testimony. Then Senator White probably will take time during the summer to go over a good part of the hearings himself.

Meanwhile, the radio subcommittee will continue in existence at least until after it reports the White Bill out. It is conceded as a possibility that it may be necessary to hold further hearings next year if public interest in the legislation remains at the peak demonstrated this year. Further hearings probably would be initiated only if there were industry pressure but Senator White indicated that he may be prepared to do battle with the industry in defense of his legislation, which holds little promise of meeting basic demands made by broadcasters.

No one on the Interstate Committee has been willing to predict just what will be the substance of the Committee version of the White Bill. However, if the bill follows Senator White's thinking, it appears that it will contain substantially the same "public interest, convenience or necessity" clauses which were written into the original version. Many of these, in turn, were borrowed directly from the old White-Wheeler bill of 1943.

Among the sections of the original bill most likely to be changed are those dealing with the broadcasting of news programs. Testimony from both executive and operational broadcasting witnesses made clear that the restrictions suggested by the White Bill would be inoperable.

Another section of the bill apparently destined to remain intact was that dealing with procedural and appellate matters. There was less opposition to this part of the proposed law than to those which directly affected the conduct of radio stations.

Senator White said that although there may be some advantage to permitting the bill to lie over until next session, there is a danger that "people will lose a lot of steam during the summer."

Last Year Seen

It is expected that since next year will be Senator White's last in Congress before retiring, he will devote the greater part of his energy and time to pushing his bill. There is little doubt that he considers it his final contribution, and will attempt to get the bill enacted into law so that it will stand as a memorial to his already considerable contribution to the body of laws governing radio.

These were major issues but the year was also full of lesser ones, some of them acting as irritants and some as sideshows.

Sen. Arthur Capper (R-Kans.) succeeded in getting a hearing for a bill (S. 265) which would ban

TRYING TO ROLL their own during Waddy Week celebration in Amarillo, Tex., are KFDA's Bill Kelley (l), promotion, reading instructions, and Earl Watson (center), salesman. Bill Lane, news editor, indicates he has little faith in the proceeding. The KFDA staffers are wearing traditional garb of Waddy Week.

WHBQ
We
happily
bring
Quiddity
W. H. BECUE
MEMPHIS
*"Quiddity", according to Webster, is "that which answers the question".
What station in Memphis produces most sales per dollar spent? What station in Memphis gives best merchandising support? The quiddity to these and your other selling questions are in these four letters, W.H.B.Q. Send for availabilities today.
● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.
Represented by
RAMBEAU
New York ● Chicago ● Hollywood

the advertising of liquor over the radio. The bill, one of his pet projects and the favorite of "drys" over the country, has been repeatedly introduced since the 73rd Congress. This was the first time, however, that it was accorded a hearing.

The hearing was conducted by a subcommittee of the powerful Interstate & Foreign Commerce Committee. Senators heard the networks and individual stations taken to task for "blanketing" dry areas with "audacious" and "lurid appeals" to a defenseless audience to drink alcoholic beverages. No action has been taken on the bill, but there is more than a year left for "drys" to work it out of committee before it dies a natural death.

Daylight saving time rose briefly as a national issue. Debate that sometimes waxed bitter brought one law—daylight saving time for the capital—and one bill for nationwide uniform time. Rep. Joseph P. O'Hara (R-Minn.) was the author of a bill which would assure the entire country running by a single time standard. But the bill, supported as it was by some networks and many small stations and transportation industry people, was pigeonholed by the House Interstate Committee.

Bill Doomed

Also apparently destined for slow death in committee files was a bill (H. R. 1269) which would give performing artists a share in royalties from recordings. This radical departure from conventional copyright practices has been sponsored for some 11 years by the National Association of Performing Artists. For the first time NAPA succeeded in getting a hearing before a House Judiciary Committee, but to date no report has been issued, and a lack of time makes it appear unlikely that action can be taken before next session at the earliest.

Radiowise, the Congress did succeed in making one relatively minor economy. The highly controversial Office of International Information and Cultural Affairs (OIC) was cut from a requested $30,000,000 to $12,000,000.

This agency, under the direction of its equally controversial chief, Assistant Secretary of State William Benton, is responsible for the 26-language "Voice of America" broadcasts. The broadcasting, paradoxically, fared well in the appropriation, but cultural affairs suffered heavily.

Under wraps for the time being, was a proposal to remove all broadcasting from the State Dept. and place it under the control of a public corporation, the so-called "International Broadcasting Foundation." The proposal has not found favor with Congress and there was no little doubt as to whether it would ever reach the floor of either House in the form of a bill.

Mr. Benton, meanwhile, sat on an uneasy throne. His salesmanship was resented on Capitol Hill, and in spite of plaudits for the job he has done, Secretary of State George C. Marshall was approached by a number of Senators and Representatives to request the resignation of his information chief.

In the irritant category was a bill (H.R. 2984) just passed by the House which would restrict the construction of radio and video antennas to narrowly specified conditions in the District of Columbia. Although the legislation has not yet gained the approval of the Senate it stands as a precedent for other cities, and radio watched uneasily to see how the development of urban television might be affected.

Industry Benefit

All industry benefitted by passage of a bill (S-554) which will provide a unified manufacturing census. The measure was introduced by Sen. Albert W. Hawkes (R-N. J.) and will re-establish and consolidate a census which was discontinued in 1939.

It was a stormy session, but it served to acquaint the country with its first Republican Congress in 12 years, and it was enough to acquaint Congress with the issues with which it is faced. The 80th Congress planned and worked for a July 26 adjournment. With the deadline only a few days off, there was no certainty that it would be precisely met, but practically, it was the end of the session.

Next session will be no less stormy. There will still be a Republican majority but a Democrat in the White House. It will also be election year.

THE COCA COLA Co., New York, which originally planned to use guest stars with Percy Faith and his orchestra on its CBS Sunday night show, last week changed the format of the show and instead signed Ginny Simms to be featured with Percy Faith and his orchestra in "That Pause That Refreshes On the Air" which starts Aug. 4. Agency is D'Arcy Adv., New York.

Long-Drawn KTHS Case Up for Further Hearing; Several Applications Involved

FURTHER HEARING in the long-drawn effort of KTHS Hot Springs, Ark., to increase power and move to West Memphis, Ark., will be held before FCC Comr. Rosel H. Hyde at 10 a.m. Tuesday (July 22) in Washington.

The case involves the KTHS application to raise its power on 1090 kc from 10 kw day and 1 kw night to 50 kw day and 25 kw night, using directional antenna at night; a companion application of the KTHS licensee, Radio Broadcasting Inc., for a new station on 550 kc with 5 kw day and 1 kw night (directionalized) to replace KTHS at Hot Springs; the application of Hot Springs Broadcasting Co. for a new station there on the KTHS frequency using 50 kw fulltime, and the bid of WMFJ Daytona Beach, Fla., to change from 250 w on 1450 kc to 1 kw fulltime on the 1090-kc channel (DA at night).

The case was originally heard in July 1946.

Old Controversy

The highly controversial application to move KTHS dates back to December 1944, when the station, owned by the John D. Ewing radio and newspaper interests, filed for permission to transfer to Memphis, Tenn. The proposed new site was changed to West Memphis, Ark., after officials of the Hot Springs Chamber of Commerce, a former licensee of the station, noted that their sales contract prohibited removal of the station from Arkansas and elicited from FCC the information that it would be considered a Tennessee station if the main studio was in Memphis, even though the transmitter was in Arkansas.

Sen. J. W. Fulbright (D-Ark.) was one of the opponents of the proposed KTHS move to West Memphis, writing to FCC in 1945 that "it is purely an evasion to consider that the station is in Arkansas if it is moved to West Memphis."

The Arkansas Legislature petitioned earlier against the move. The City of Hot Springs also filed opposition. Leo P. McLaughlin, then mayor, subsequently headed a new firm, Hot Springs Broadcasting Co., in its application for the KTHS facilities for use in Hot Springs.

Earlier this year Earl T. Ricks, now mayor, wrote FCC that "drastic changes" had occurred in city and county governments. He said Mr. McLaughlin had been indicted on 14 counts of alleged malfeasance or misfeasance in office and that Jay Roland, city attorney when the city's petition was filed, had been indicted on nine counts.

Any general opposition to the KTHS move, he said, resulted from "misrepresentations" which created the impression that the owners planned to move the station without replacing it at Hot Springs.

Changes in the corporate setup of Hot Springs Broadcasting were noted in FCC records last week when the Commission granted the company's petition to show that Carl E. Bailey had been elected president replacing Mr. McLaughlin and that Harry G. Galloway had been named a director in Mr. McLaughlin's stead.

GEORGE B. STORER, (l) president, Fort Industry Co. seems pleased as he hands checks to Richard Connell (center), and James F. Hopkins, former owners of WJBK Detroit, recently acquired by Fort Industry. Price was $550,000 for station plus $230,000 for net current assets. Formal transfer occurred July 9 at Fort Industry headquarters.

QUONSET COMFORT
KSYL Alexandria, La. Pleased With Its Hut

KSYL, new NBC outlet in Alexandria, La., looked like anything but a radio station a few months ago when its quonset hut home was in the process of construction for 250-w fulltime operation on 1400 kc.

But now that the station is in operation, the Fox Broadcasting Co., licensee is pleased with the set-up and visitors have expressed their approval, too. The hut has two floors, with the upper one designed to serve as an auditorium studio seating approximately 250 people and, in addition, it contains a stage and control room. The main floor has a large transmitter and control room; two studios, one designed for speech and the other for speech and music; a news room; executive offices, reception room and two rest rooms.

KSYL's manager is Paul Goldman, who has had 20 years of varied radio experience in Southern and Midwestern stations. Other staff members include Sylvan Fox, assistant manager; Milton Fox, sales manager; Bruce Rainey, program director; George Hughes, staff pianist and office manager; Steve Campbell, continuity director; Bill Bolton, Bob Dengler and Paul Mitchell, announcers. Technical staff is headed by Chief Engineer Alfred Highlands and includes Earl Eggers, James Moulds and Vernon Bringol.

They Say...

"A BILL to revise the Communications Act of 1934 is currently being pushed through Congress with unseemly haste and little opportunity for responsible civic groups to prepare and present their point of view. The National Assn. of Broadcasters has seized the opportunity to press its case against the Federal Communications Commission and its 'infamous' Blue Book on radio's public service responsibilities. Radio, here and elsewhere, is one of the big prizes in the current struggle for power by reactionary private enterprise . . ."

Charles A. Siepmann in The Nation, *July 5. Chairman of the Dept. of Communications of the School of Education of New York U., author of "Radio's Second Chance" and former program adviser to BBC.*

* * *

"IF Commander E. F. McDonald Jr. had his way with the FCC and with AT & T we may in the near future pick up the telephone receiver and say 'Give me phone vision' whenever we want to see a television play or a baseball game . . . The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death."

New York Times *editorial for July 16, 1947.*

* * *

"ONE INTERESTING thing about television receivers is that the number of people viewing each receiver is considerably more than the number of people listening to each radio. A million television receivers almost guarantees an audience of five million. Those of you who live in cities now receiving television service have probably noticed the eagerness with which bars, grills, taverns, etc. have installed television receivers. Sporting events occupy a great proportion of the program today and when baseball, boxing and wrestling events are shown it is pretty hard to elbow your way into one of these emporiums."

Ralph B. Austrian, president, RKO Television Corp., in a report on television to RKO Radio Pictures' 16th annual sales meeting July 10 in New York.

* * *

"INSIGHT into the hopes and aspirations of America has buoyed the Hummerts through 15 years of soap opera. Their estimated income of $300,000 a year alone testifies to a personal triumph of extraordinary perception."

From "Life Can Be Terrible," an article about Frank and Anne Hummert's serial formulas written by Thomas Whiteside in July 14 New Republic.

PLANS FOR PLAY-BY-PLAY broadcasts of eight consecutive Sunday afternoon football games of Aquinas Institute (a Catholic high school) over WRNY Rochester, N. Y., beginning Sept. 21 were announced during a special program over WRNY 7:45-8 p.m., July 11. Principals in broadcast were: Seated (l to r)—George B. Kelly, president of Monroe Broadcasting Co. and WRNY; Rev. Cyril F. Carter, C. S. B., director of athletics, Aquinas, and Frank J. Houlihan, general manager of Valley Cadillac Corp. (Rochester Cadillac and Pontiac distributors), which will sponsor play-by-play series; standing (l to r), Add Penfield, program and sports director, WRNY, who will handle play-by-play; David Curtin, announcer, who will assist Mr. Penfield, and Harry Wright, Aquinas head football coach.

WBAL and Pearson-Allen Applications Are Designated for Hearing on Oct. 6

A HEARING Oct. 6 on the rival applications of WBAL Baltimore for renewal of license and of Drew Pearson and Robert S. Allen's Public Service Radio Corp. for WBAL's clear channel facilities was ordered by FCC last week.

Whether the hearing actually would be held on that date was still speculative, however. It originally was set for last Feb. 25 but was stopped by a preliminary injunction issued in District Court for D. C. on petition of WBAL. The injunction was dissolved when the Court dismissed WBAL's suit against FCC and its Blue Book [BROADCASTING, July 7]. The station is now appealing to Court of Appeals for D. C., and filed a motion last week asking that the injunction be reinstated until litigation is completed.

It was thought the Court probably would hear argument on the motion within the next two weeks. Observers thought it unlikely that the appeal itself could be heard before fall.

FCC's order for an Oct. 6 hearing was issued by Comr. Rosel H. Hyde, who had been slated to preside when the hearing was set for February. Whether he or some other Commissioner would preside now was not known. The hearing was set for Baltimore.

WBAL was one of a group of stations cited in FCC's Blue Book for an allegedly excessive commercialism and its renewal application was designated for hearing. Messrs. Pearson and Allen and a group of associates applied for the station's 1090-kc, 50-kw facilities, and the two applications were set for hearing. WBAL contended the Blue Book's charges were false and that without them the Pearson-Allen application would not have been filed. Its suit against FCC seeks to have the Blue Book "corrected."

TV Lens Magnifier

A MAGNIFYING lens which approximately doubles the size of the images received on small-screen video sets is being offered by Kellard Co., New York. Imported from France, the lens is set in a patented special metal mounting which permits the lens to be moved out from the viewing tube until a five-inch picture on the tube is enlarged to 10 or 12 inches. Lens, complete with mounting, retails for $100 installed, or $95 if the purchaser handles his own installation.

A CAGE television system with a six-by-eight-foot screen has been installed at Walter Reade's Monte Carlo Pool and Stadium at Asbury Park, N. J., to entertain patrons for the remainder of the season. Company previously installed Du Mont video sets in its chain of movie theatres [BROADCASTING, June 16.]

Antenna Curb Bill Approved in House

Provisions Would Affect Urban Radio and Television

A PRECEDENT which may have serious repercussion on the development of urban radio and television was set in the House last Tuesday when a bill to restrict antenna construction in the Nation's Capital was approved without objection.

The bill, H. R. 2984, introduced April 9 by Rep. Sid Simpson (R-Ill.), has won hearings before Congress for the past three years. This was the first time it had gotten to the floor, over the objections of the industry, the FCC and the District Commissioners who claim that current zoning regulations are sufficient protection for residents of the Capital.

Not only does the bill limit construction to certain specific conditions, but it rules out antennae or transmitting towers whenever they might prove "dangerous." Loose wording in the bill leaves determination of permission to build to the judgment of the Commissioners or zoning authority.

Rep. Joseph P. O'Hara (R-Minn.), chairman of subcommittee which held hearings on the bill, managed it on the floor of the House. His own comment added uncertainty as to the meaning of the legislation when he remarked that he "thought" the bill would not affect towers already authorized.

The bill now goes to the Senate where it must be approved before it is sent to the White House for President Truman's signature. It is of such a routine nature that there is some danger that it will slip through unnoticed and become law before its opposition can become organized.

FACSIMILE PROGRESS

Finch Firm Cites Role of Its President in Development

EARLY APPARATUS, built and demonstrated more than ten years ago by Capt. W. G. H. Finch, president of Finch Telecommunications Inc., embodied principles and features which today constitute the foundation of modern ultra-high-speed facsimile transmitting technique, according to an announcement by the telecommunications firm. These principles, the announcement points out, are the substitution of the cathode ray tube and other electronic devices for "the more clumsy mechanical counterparts."

More than 90 patents have been issued to Capt. Finch on facsimile in a variety of forms, the Finch firm reports, stating that these patents cover the fields of the adaptation of the cathode ray tube for use in both sending and recording facsimile copy; high-speed film developing equipment, and high-speed synchronizing.

Upcoming

Aug. 12: BMI Board, BMI Hdqrs., New York.
Sept. 8-10: CBC Board of Governors meeting, Calgary, Alta.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 12-13: NBC Affiliate Stations' first annual convention, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Atlantic City.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. annual convention, New York.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

IBEW-Don Lee Pact

IBEW has concluded pact with Don Lee Broadcasting System calling for 10% increases to technicians of its four owned stations. Agreement covers KHJ KHJ-FM KTSL (television) Los Angeles; KFRC San Francisco, KGB San Diego and KDB Santa Barbara. Highest scale of $110 will prevail in Los Angeles and San Francisco, with San Diego and Santa Barbara drawing top of $82.50.

WIND Revenue Up

REVENUE of WIND Chicago, independent station, has shown a marked increase of 15.2% for the first six months of 1947 over the same period in 1946, with time sales currently running at increased rate of 21.3%, it has been announced by John Carey, station sales manager. Commenting on figures, Mr. Carey stated that trend in commercial copy is toward prewar, hard merchandise selling and that advertisers are watching expenditures with increasing care.

Milestones

KLX, the *Oakland* (Calif.) *Tribune* on July 2 noted its 26th birthday but, paradoxically enough, on July 25 the station will celebrate its silver anniversary under the KLX call. . . . Dud Williamson, Hollywood m.c. of the MBS-Don Lee program, *What's the Name of That Song*, July 23 starts his fifth year on the network. . . . Stanley Peer this month observes his sixth anniversary with WDRC Hartford, Conn. He's on control room staff.

The daytime drama serial, *The Romance of Helen Trent*, heard weekdays on CBS, celebrates its 15th consecutive year on the air. Sponsor is Whitehall Pharmacal Co., New York, which places through Dancer-Fitzgerald-Sample, New York. . . . The WCOP Boston program, *Curbstone Quiz*, has begun its second broadcast year. Quiz is conducted before station's ground floor studios by Nelson Bragg.

PRACTICING WHAT HE PREACHES, William A. Kielman (seated), who as president of the New York State Bankers' Assn. has been heading a national drive for banks to use radio for institutional advertising, checks on plans for the 52-week series which the Peoples National Bank of Lynbrook, L. I., of which he is president, will sponsor on WHLI Hempstead and its FM affiliate, WHNY. Standing (l to r): Paul Godofsky, executive vice president and station manager, WHLI-WHNY; L. Walter Schaefer, assistant to the president, Peoples National Bank; Elias I. Godofsky, president and general manager, WHLI-WHNY; Howard N. Haig, cashier of the bank.

Senate Group's Mundt Bill Okay Aids 'Voice' Program

"VOICE OF AMERICA," on a touch-and-go status for the last several months, received a final shot in the arm last week when the Senate Foreign Relations Committee approved the Mundt bill to authorize State Dept. cultural and informational activities.

The bill passed by the House, was maneuvered out of the Senate Committee through skillful handling by Sen. H. Alexander Smith (R-N. J.). The Senate Foreign Relations Committee and the Policy Committee both had been lukewarm toward the measure.

The bill is now on the consent calendar, which means that it can be voted on whenever the Senate wishes. A vote would mean almost certain passage.

Adds Funds

Although Congress already has voted funds for the "Voice of America," the Mundt bill stands as the most important contribution to the security of the program since it was initiated as a peacetime project some 22 months ago.

Heretofore it has been existing only as a quasi-legal operation, without specific Congressional authorization. It was this lack of authority which enabled the House Appropriations Committee to strike it completely from the State Dept.'s budget. With final and continuing authority it is almost assured of some funds for as long as the State Dept. wishes to keep it in operation. It has been voted $12,000,000 for fiscal 1948.

Only one important amendment was attached to the bill in the Senate. This was a carry-over from a resolution introduced earlier by Sen. Carl Hatch (D-N. Mex.) to establish a joint congressional committee to keep a constant watch on the activities of the cultural and informational activities of the State Dept.

Senator Hatch succeeded in having his resolution incorporated in the bill as an amendment. Under the amendment the congressional committee will replace a citizens' committee suggested in the original Mundt bill as it came over from the House.

Tall Tale

FROM OUT Texas way comes a tall tale. KPBX, new 1-kw outlet in Beaumont, Tex., evidently likes to do things in a big way, for it started out by erecting what it claims is the tallest radiator in the area and now, to add to the accomplishment, the station says it has tallest collection of announcers in that district. Program Director Jimmy Simmons is the shortie of the staff standing only six feet, while the rest of the gang averages six feet, four and one-quarter inches tall.

Petition Is Filed Against Ky. Grant

Rival Middleboro Applicant Seeks Show Cause Order

PETITION for a show-cause order against a Kentucky grantee company was filed with FCC last Friday by a former rival applicant, on grounds that the grantees' principals misrepresented facts in the hearing on their application.

Cumberland Gap Broadcasting Co. of Middlesboro, Ky., asked that the order be issued directing Pinnacle Broadcasting Co., also of Middlesboro, to show why its grant should not be revoked. Cumberland also asked that its own application, denied when Pinnacle received the grant, be reinstated and given further hearing.

Both applicants were seeking 1490 kc with 250 w. The decision awarding the facilities to Pinnacle was issued by FCC last January [BROADCASTING, Jan. 13]. It was based on the two Pinnacle owners' plan to participate actively in station affairs and on their non-connection with a newspaper in contrast to Cumberland's ownership by owners of the city's only daily.

Cumberland's petition cited affidavits filed by E. P. Nicholson Jr. and John Wallbrecht, owners of Pinnacle, to support its contention that they misrepresented facts during the hearing. One affidavit voluntarily submitted to FCC in April asserted that their application was filed "to be in direct conflict" with the Cumberland application, and that one Floyd Ball, "for reasons of his own", paid part of the costs of prosecuting their application but had since been repaid.

List Reasons

In an affidavit filed earlier this month, they said that "the reason for failing to give full and complete information in connection with the hearing . . . was desire to avoid local publicity of facts and circumstances recited in the previous affidavit which would have resulted had the information been given during the course of the hearing." Since Cumberland was a newspaper affiliate, they said, the paper would have been expected "to accord substantial publicity to such facts and circumstances."

Mr. Wallbrecht was indicted in June on a charge of making false entries in the city cash book and with embezzlement while serving as acting city auditor.

Cumberland is owned by 11 stockholders who also own the Middlesboro *Daily News*, and is headed by Neil G. Barry, president of the local Coca-Cola Bottling Works. Its petition was filed by Arthur W. Scharfeld and Maurice M. Jansky of the Washington law firm of Loucks and Scharfeld.

CLERGYMEN, schools, libraries, and youth organizations in WJIM Lansing, Mich., listening area are being furnished by that station with advance program notes on ABC presentation of "The Greatest Story Ever Told." Information is displayed on bulletin boards, used in church bulletins and is announced from pulpit of many churches.

In the Public Interest

Airs Ball Games for Vets

VETERANS at Letterman General Hospital, San Francisco, now hear broadcasts of Big League baseball games at any convenient hour over their own private wire. Through the facilities of KFRC San Francisco, daily ball game broadcasts are now re-created from Western Union wire service and are fed over private wire directly to the radio receiving station at the hospital, at any time which the hospital stipulates. The arrangements are the results of a campaign to make the broadcasts available to the wounded soldiers in spite of the baseball law which gives baseball franchise owners in each city all broadcasts rights. William D. Pabst, KFRC manager, offered the facilities of his station and a private line, and Jack Macdonald, official broadcaster of San Francisco Seals games, offered to do the re-creating. Similar arrangements are now being made for other veterans hospitals in the San Francisco area.

* *

White Means Stop

INFORMING the motoring public and out-of-state people in Colorado that blind people are identified at a glance by the white canes they carry, KLZ Denver, recently broadcast a program titled *White Means Stop*. Attention was called to the fact that blind persons carrying a white cane have the legal right in Colorado and listeners were asked to spread this information to help safeguard the blind from needless accidents on streets and highways.

* * *

Crop Saved

THANKS to a call received by Paul F. McRoy, manager of WCIL Carbondale, Ill., from L. F. Aldrich, of the College of Agriculture, U. of Illinois, a crop of strawberries was saved. Mr. Aldrich reported that due to the heavy rains the strawberries in southern Illinois would have to be picked immediately or the crop would be a complete loss. Mr. McRoy placed emergency bulletins on WCIL appealing for pickers. Enough residents responded to save the crop.

* * *

Aids Flood Victims

DURING the recent Ottumwa (Iowa) flood, KRNT Des Moines, had a direct line from the weather bureau giving listeners street and road information for areas near the city, thus enabling residents in areas where rises were expected to prepare for evacuation. All programs, both commercial and sustaining, were interrupted with repeated warnings to residents to evacuate affected flood zones. At the peak of the emergency KRNT remained in operation all night giving on-the-scene flood news, reports on blocked highways, transportation needs of rescue crews and the flood director's evacuation orders. KRNT aired one of the first plane descriptions of the flood and acted as an aid to the search for victims stranded on housetops and in trees. A special program was broadcast after the emergency was over in which flood control officials thanked all groups assisting in the city's coordinated relief work.

* * *

WMAZ Citizen's Meeting

CITIZEN'S meeting was held by WMAZ Macon, Ga., three nights preceeding the city's first election for mayor in 12 years. This gave the city's voters a chance to see all candidates together on one stage. Candidates for mayor, their aldermen, and independent aldermen were invited to appear at the meeting and after short talks, Wilton E. Cobb, general manager, WMAZ, asked audience to submit questions for the candidates to answer. The Citizens meeting was staged as a WMAZ public service and approximately 2,000 persons attended the meeting.

* * *

Sponsors Benefit Show

OVER 4,000 spectators attended a special benefit show for the Washington Junior Police and Citizens' Corps, Sunday, July 6, sponsored by WWDC Washington. The program consisted of a three-hour variety show and broadcast. As a special event several items such as a bow tie belonging to Frank Sinatra, boxing gloves belonging to Joe Louis, and three baseballs autographed by Washington Senators baseball teams were auctioned off among the spectators. Sinatra's tie brought $20, Joe Louis's gloves $75, and the baseballs $10, $12, and $15. According to Ben Strouse, general manager of WWDC, approximately $2,000 was raised from the benefit performance and all of it will be turned over to the organization.

ONE YEAR scholarship to Julliard is being offered by WTRY Troy, N. Y., to young pianists in Albany-Troy-Schenectady area. Finalists are selected on Thursday evening audition programs and winner will get 15-minute recital time on WTRY Aug. 21.

NAB Public Relations Group Plans Publicizing New Code

FREE time grabs, per inquiry business, and other sharp practices repugnant to radio business ethics, shared attention with plans for publicizing nationally the upcoming revised standards of practice for radio at sessions of the NAB Public Relations Executive Committee last week at Washington headquarters.

With the Special Standards of Practice Committee to meet in Washington Tuesday to complete its tentative draft of the self-regulation code, the public relations committee considered means of gaining widest possible acceptance of the code (see story page 38), once it is approved by the NAB board and ratified at the national convention in Atlantic City Sept. 15. The sessions were addressed by NAB President Justin Miller and other department heads.

Means of accelerating public service programming, and particularly of lending aid to the Attorney General's campaign against juvenile delinquency were discussed at the two-day session. Gilmore V. Nunn, WLAP Lexington, Ky., chairman of the committee, presided.

Other topics on the agenda included means of getting widest possible cooperation in observance of National Radio Week, Oct. 26-Nov. 1, methods whereby stations can promote the medium through placement of transcriptions discussing radio itself and featuring leaders of the art.

Other broadcasters attending the meeting besides Mr. Nunn included A. A. Schechter, MBS vice president in charge of news and special events; William S. Hedges, NBC vice president for development and planning; Craig Lawrence, vice president, Cowles Broadcasting Co. and general manager, WCOP Boston; Clarence Worden, CBS; Buryl Lottridge, WOC Davenport, Iowa; Harold Wheelahan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh, N. C.; and Merrill Lindsey, WSOY Decatur, Ill. Attending for NAB in addition to Judge Miller were A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Robert K. Richards, director of public relations, and Charles Batson, director of information.

Devices to Measure FM, TV Listening Being Perfected in Nielsen Co.'s Labs

EXECUTIVES of A. C. Nielsen Co. declared in Chicago this week that when television and FM industries were ready to apply audience measurement tests to both mediums "an adequate and accurate Nielsen technique would be ready and waiting." They confirmed the report that various models of new types of audimeters are now being developed in the Nielsen laboratory.

New measurement devices are being designed to record data not only about AM (as the present Nielsen audimeter does) but, in one and the same device, to produce measurement records of FM and television as well. Objective of Nielsen research, the company pointed out, is "to measure concurrent impact of AM, FM and television on the same minute-to-minute basis in the complete cross section sample of Nielsen Radio Index homes."

In addition, the research staff is at work to include in the same device a means of measuring number of times families sampled listen to their phonograph records.

Work Progressing

Executives claim that development work now has progressed to a stage where it seems clear, they say, that Nielsen electronic devices will be able to measure tuning to five different channels and 60 different stations. They point out that, in addition, it will be possible with instrument to record simultaneous tuning of each of different radio sets in multiple radio homes.

Company executives pointed out, however, that such a technique would have to await the technical development of phases of the industry well beyond the point at which it now stands as a whole, and that the Nielsen program seems to be "well in advance of the need for measurement of FM and television."

SUMMER airing of NBC *Kraft Music Hall* features Nelson Eddy, baritone. With Mr. Eddy (center) following first broadcast are (l to r): Cornwell Jackson, vice president and manager of J. Walter Thompson Co., Hollywood; Billy Wilgus, agency producer; Bruce Kamman, NBC producer; Norman Blackburn, vice president and business manager of J. Walter Thompson Co., Hollywood.

NEW FRENCH language stations are expected to be started at Edmonton and Prince Albert, in western Canada, according to evidence at the Parliamentary Radio Committee hearings at Ottawa, when A. D. Dunton, CBC chairman, stated that local interests in these cities had renewed applications for stations there, originally made about three years ago.

Legislative Mill

H.R. 2984—Bill to regulate the installation of radio or television transmitting antenna in the District of Columbia. Passed by the House July 15 by a voice vote. Introduced April 9 by Rep. Sid Simpson (R-Ill.).

H.R. 3993—The Legislative Appropriation Bill, signed by President Truman on July 17. Contains appropriation for Joint Recording Facilities. (See story page 18).

H. R. 3839—Appropriation for Independent Offices containing funds for the FCC. Passed by both Houses of Congress but still must be approved by a Conference Committee.

AT&T

(Continued from page 20)

8-hour daily sight-and-sound hookup between New York and Philadelphia would be about $6,000, while it would approximate $12,000 a month for similar service between New York and Washington.

In event the rates are permitted to go into effect as proposed, it is thought the Commission will have a stronger inclination to make frequencies available to broadcasters who want to establish their own intercity links by radio relay. Allocations as currently proposed make no such provision but the question is under active consideration within the Commission.

Both Philco and General Electric have received recent grants for experimental operations in this field —Philco to change the frequencies of New York-Philadelphia relays from the 230-242 mc area to the 1300 mc region, and GE to use microwave equipment operating in the 1900-mc area to carry programs between New York and Schenectady.

George E. Sterling, FCC's chief engineer, is slated to make a first-hand examination of the GE New York-Schenectady operation later this month.

Wesson to KHQ

ROBERT H. WESSON, who for the past three years had been handling national sales in San Francisco for ABC, has assumed new duties as manager of national sales and promotion for KHQ Spokane, R. O. (Dick) Dunning, president of KHQ, announces. Previously Mr. Wesson for two years was director of promotion for KGO, ABC-owned outlet in San Francisco.

EDITORIAL stand favoring a Los Angeles City Bonds issue, brought KFI, that city "much of the credit for the bond election victory" according to Mayor Fletcher Bowron. He called station's stand "one of the finest contributions made for community welfare I have seen." He specifically cited "The American Way" program series.

Turner Is Promoted in FCC Engineering Reorganization

REORGANIZATION of FCC's Engineering Dept., with George S. Turner promoted to assistant chief engineer, was announced by the Commission last Friday.

FCC abolished the department's branch chief positions and realigned the duties of senior Assistant Chief Engineer John A. Willoughby, heretofore in charge of the Broadcast Branch, to include responsibility "for engineering contacts relating to new broadcast stations, engineering status of applications, and, in particular, providing engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all services."

With branch-chief positions abolished, Assistant Chief Engineers Marion H. Woodward, William H. Krebs, and Mr. Turner henceforth will be in charge of the Common Carrier, Marine Radio & Safety, and Field Engineering & Monitoring divisions, respectively, in addition to their special duties as assistant chief engineers.

George K. Rollins, assistant chief of the Aviation Division, was promoted to chief of a new Radio Operator & Amateur Division.

Mr. TURNER

Mr. Turner, new assistant chief engineer, fills the vacancy created by the advancement of George E. Sterling to be chief engineer last May 1. He has been chief of the Field Engineering & Monitoring Division, which was formed July 1, 1946, by merger of the war-created Radio Intelligence Division (RID) with the Field Division. Before that, he was chief of the Field Division. He was radio inspector in charge of the Atlanta office before the Federal Radio Commission was replaced by FCC.

FCC said the reorganization was recommended by Chief Engineer Sterling "as a means of tailoring the Engineering Dept. to current requirements and at the same time to permit utilization of the services of the Assistant Chief Engineers for special assignments to assist the Chief Engineer."

Willoughby's Duties

With respect to the realignment of Mr. Willoughby's duties, giving him specific new responsibilities in addition to his special work as senior assistant chief engineer, the Commission said:

"Relieving the Senior Assistant Chief Engineer of the responsibilities of administering a division will enable the Chief Engineer to devote more time to the special problems of the Commission and industry as they relate to engineering."

The International Division, currently under Common Carrier Branch, was abolished and all common carrier radio services, in addition to international point-to-point services, will come under jurisdiction of the Common Carrier Division. John A. Russ will be assistant chief, with Mr. Woodward as chief.

"Certain treaty functions of the former International Division are transferred," FCC said, "along with the NARBA work of the Standard Broadcast Division, to the present Frequency Service-Allocation Division."

The Marine Division was renamed Marine Radio & Safety Division with Mr. Krebs as chief and Howard C. Looney as assistant chief.

The Emergency & Miscellaneous Division was renamed the Public Safety & Special Services Divisions and is made up of four sections: Public Safety Services, Land Transportation, Industrial Service, and Experimental & Miscellaneous.

Experimental Class 2 stations will be under the divisions having jurisdiction over the services in which the experimentation is being conducted. Responsibilities for radio operator matters as well as amateur and Citizens Radio services will be held by the new Radio Operator & Amateur Division.

KWBU Full Ownership Is Sought by Baylor U.

FULL OWNERSHIP of KWBU Corpus Christi, Tex., is sought by Baylor U., present half-owner, in application tendered for filing last week at FCC. The Baptist university will pay $153.33 per share, or a total of nearly $115,000 for the half interest of the other stockholders, according to application.

The transaction involves transfer of control of Century Broadcasting Co., licensee, to Baylor U. and simultaneous assignment of KWBU's outstanding construction permit and special service authorization from Century Broadcasting to the university. The CP is for switch from 1010 kc to 1030 kc with 50 kw day, 10 kw night, directional fulltime. The KWBU application for the 1030 kc facility is being held in FCC pending file until clear channel question is settled.

Baylor U. will purchase the entire holdings of the following stockholders in Century Broadcasting: Crazy Water Co., 250 shares; Pat and Mike O'Daniel, 130 shares each; Fidelity Union Life Insurance Co., 140 shares, and James M. Collins, 100 shares. Carr P. Collins Sr., president, of Century Broadcasting, is chairman of the board of both Fidelity Union and Crazy Water. Carr P. Collins Jr., vice president, is director of Crazy Water, and L. L. Waller, treasurer, also is treasurer of Fidelity Union.

KXOK 30-COUNTY STUDY RESULTS EYED BY BMB

BROADCAST Measurement Bureau has indicated a keen interest in the results just announced of a 30-county coincidental telephone survey conducted by Edward G. Doddy & Co. for KXOK St. Louis, and is said to be studying the possibility of a relationship between this type of survey and the BMB study of last year.

Objective of the KXOK survey was twofold, according to C. L. (Chet) Thomas, station's general manager: (1) To determine and analyze by 15-minute periods the audience coverage of KXOK and competing stations in the 30-county area (St. Louis proper and St. Louis County were not included, since they are adequately covered by C. E. Hooper Inc.); (2) To determine by hourly periods the extent of the listening audiences in each of the individual counties, and thus supplement in a limited sense the BMB area report of a year ago.

Counties selected for the KXOK study were determined through the BMB report, and more than 109,000 completed telephone calls were made in the area surveyed. Only counties showing 59% or more BMB listening to KXOK daytime and nighttime were included. The 59% figure was arrived at arbitrarily, Mr. Thomas said, but—even so—the physical distance extended to a 100-mile radius from St. Louis.

Survey was programmed to cover two weeks, with the largest town in each county chosen as the base of telephone operations.

Facsimile Grants

GRANTS for experimental relay press radio communications facilities—to include transmission of facsimile—issued to Hearst Corp., New York, by FCC Thursday. Facilities, to speed gathering and transmission of news, include land station to be located at *New York Mirror*, with 10 mobile units to be used by *Mirror* reporters.

At Deadline ...

RODMAN, TULARE-KINGS MERGER IS PROPOSED

UNIQUE TRANSFER-MERGER of J. E. Rodman and Tulare-Kings Counties Radio Assoc.'s AM-FM interests at Visalia and Fresno, Calif., sought in applications filed with FCC. Goal: group ultimately would own 50 kw outlet on 940 kc and one FM station at Fresno. Merger proposed in lieu of competitive-comparative hearing on individual applications.

Mr. Rodman, licensee KFRE Fresno and KERO Bakersfield, Calif., and permittee KRFM Fresno (FM), transfers KRFM to California Inland Broadcasting Co. while Tulare-Kings transfers its AM station, KTKC Visalia, Calif., to California Inland. Joint group pursues KTKC application for increase to 50 kw on 940 kc, for use at Fresno with KFRE call, and would operate KRFM. KFRE (1340 kc, 250 w) and KSEQ, Tulare-Kings FM outlet at Fresno, would be deleted.

California Inland stockholders include: Mr. Rodman, president and 40% owner; Homer W. Wood, vice president 15%; Percy M. Whiteside, secretary 15%; Morley M. Maddox, treasurer 11.25%; J. E. Richmond, assistant secretary 7.5%, and Charles E. Whitmore, 11.25%. All except Mr. Rodman compose Tulare-Kings partnership. Interests of latter are proportionate to their holdings in Tulare-Kings.

Merger agreement conditioned upon acquisition of 50 kw on 940 kc at Fresno. Tulare-Kings to receive cash for KTKC original cost, less depreciation, plus accounts receivable. Mr. Rodman to get same for KFRE and KRFM excepting accounts receivable as he would continue operation under lease until California Inland commenced program tests on 940 kc with 50 kw.

Merger was chosen to avoid uncertainty of consolidated proceeding ordered by FCC on KTKC request to boost power from 5 kw to 50 kw on 940 kc and KFRE request to change from 250 w on 1340 kc to 1 kw on 970 kc.

FARNSWORTH VIDEO SETS; NICHOLAS HITS PHONE VISION

FARNSWORTH Television and Radio Corp. will put video receivers on market early next month, President E. A. Nicholas said Friday in Chicago at annual convention of Farnsworth distributors. He said models include table sets retailing at $349.50 and AM-FM-TV consolettes at $497.50. Both have 10-inch direct-view picture tubes.

Mr. Nicholas, criticizing Zenith's Phone Vision development [BROADCASTING, July 7], in address before distributors' convention, referred to potential "pay-as-you-see" sets as "home juke boxes," characterized system as impractical, financially unsound.

REGULAR license renewals for 33 AM stations announced Friday by FCC, which also renewed WNYC-FM New York to July 1, 1948, and W2XMT New York, experimental television station, to Feb. 1, 1948. AM renewals to Aug. 1, 1950: KFVS KTSW KVRS KLUF WSTC KCHS KELD KENO KGFL KGVL KHON KTEM KTTS KWIN KWLK WARM WBTH WBTM WCNC WEST WGBR WHDF WHUB WJHO WMAN WMFD WMSL WRDO WRJN WSAM WSLB. To May 1, 1950: KWBC and WFNS.

HOWELL TO JUDGESHIP; HALL HEADS HOUSE RADIO

APPOINTMENT of Rep. Evan Howell (R-Ill.) as Judge of U. S. Court of Claims by President Truman announced Friday. Rep. Howell is Chairman of House Radio subcommittee and will be succeeded by Rep. Leonard Hall (R-N. Y.) Mr. Howell will not go over to the Court until after close of this session. His new salary is $17,000 annually for life. Mr. Hall is chairman of Securities Exchange Subcommittee and GOP Campaign Committee. It will be Mr. Hall's responsibility to introduce industry-sponsored Radio Bill, probably in January when new session opens.

NEW IDAHO STATION

GRANT for new 250 w fulltime station at Coeur d'Alene, Ida. issued by FCC to owners of KVNI Spokane, formerly Coeur d'Alene station. New station to operate on 1240 kc. Permittee company is Coeur d'Alene Broadcasting Co. (licensee KVNI). FCC also granted applications of WTRY Troy, N. Y., to increase power on 980 kc from 1 to 5 kw, DA fulltime, and of WKRG Mobile, Ala., 1-kw daytime outlet on 710 kc, to operate nighttime with 250 w, DA.

CONSOLIDATED proceeding dissolved by FCC Friday on application of Public Service Broadcasters for new station in Toledo on 1230 kc, 250 w, unlimited (WTOL facilities) and WTOL applications for license renewal (on Blue Book issues) and change to 580 kc, 5 kw fulltime, DA. Action results from grant of Public Service petition for leave to make its application contingent upon grant of WTOL switch.

HARRY B. COHEN Jr., formerly on WHN New York sales staff, joins Harry B. Cohen Adv. Co. as account executive and firm secretary. Father is president of agency.

ELLIS SARD, formerly with La Roche & Ellis, New York, joins television-radio departments, Kenyon & Eckhardt, New York.

JULE L. GOODWIN, Arnold Cohan Corp., New York, promoted to traffic manager effective Aug. 1. He was formerly with McCarty Co., Los Angeles.

NAB SYNAGOGUE PLAN

ATLANTIC CITY synagogues, both orthodox and reformed, are prepared to accommodate NAB members of Jewish faith who wish to attend High Holiday services (Rosh Hashana) which occur during Sept. 15 NAB convention week, NAB said Friday. Because of commitments involving convention Hall and hotels, NAB said, it was impossible to make any change in schedule. On June 24 NAB had been notified of conflict. NAB said "it is imperative" that it be informed promptly so arrangements for synagogue accommodations can be expedited.

NAB UNIT TO HELP SELL BMB WITH BIG PR PROGRAM

FINAL SESSION NAB Public Relations Executive Committee (see earlier story, page 84) adopted resolution for fullest possible use of public relations to bring acceptance of BMB. Action follows NAB board approval of BMB's continuance.

Means for more effective participation in educational institutes-clinics at colleges to be studied. Subcommittee—A. A. Schechter, vice president, MBS, chairman; Craig Lawrence, vice president, Cowles Broadcasting Co., and Buryl Lottridge, WOC Davenport, Iowa—named to make study.

NAB Research Dept. activity also endorsed; stations urged to answer queries; selling radio with radio enthusiastically reaffirmed; press coverage of convention discussed.

Closed Circuit

(*Continued from page 4*)

are being made almost daily, even including transfer of construction permits of AM stations not yet on air.

REPRESENTATION of WSAU Wassau, Wisc., ownership of which was assumed by Milwaukee Journal Co. June 20, will be taken over by Edward Petry & Co. along with its representation of WTMJ. Station previously was represented by Howard Wilson Co., which is in process of dissolution [BROADCASTING, July 7].

IT WOULDN'T surprise observers on video scene if AT&T withdrew its proposed coaxial cable rates for television relays (running $40 per circuit mile) sometime this week. That would mean continuance of present experimental status of New York-to-Washington cable beyond Aug. 1 rate-effective date proposed in application filed with FCC. (See story page 20.)

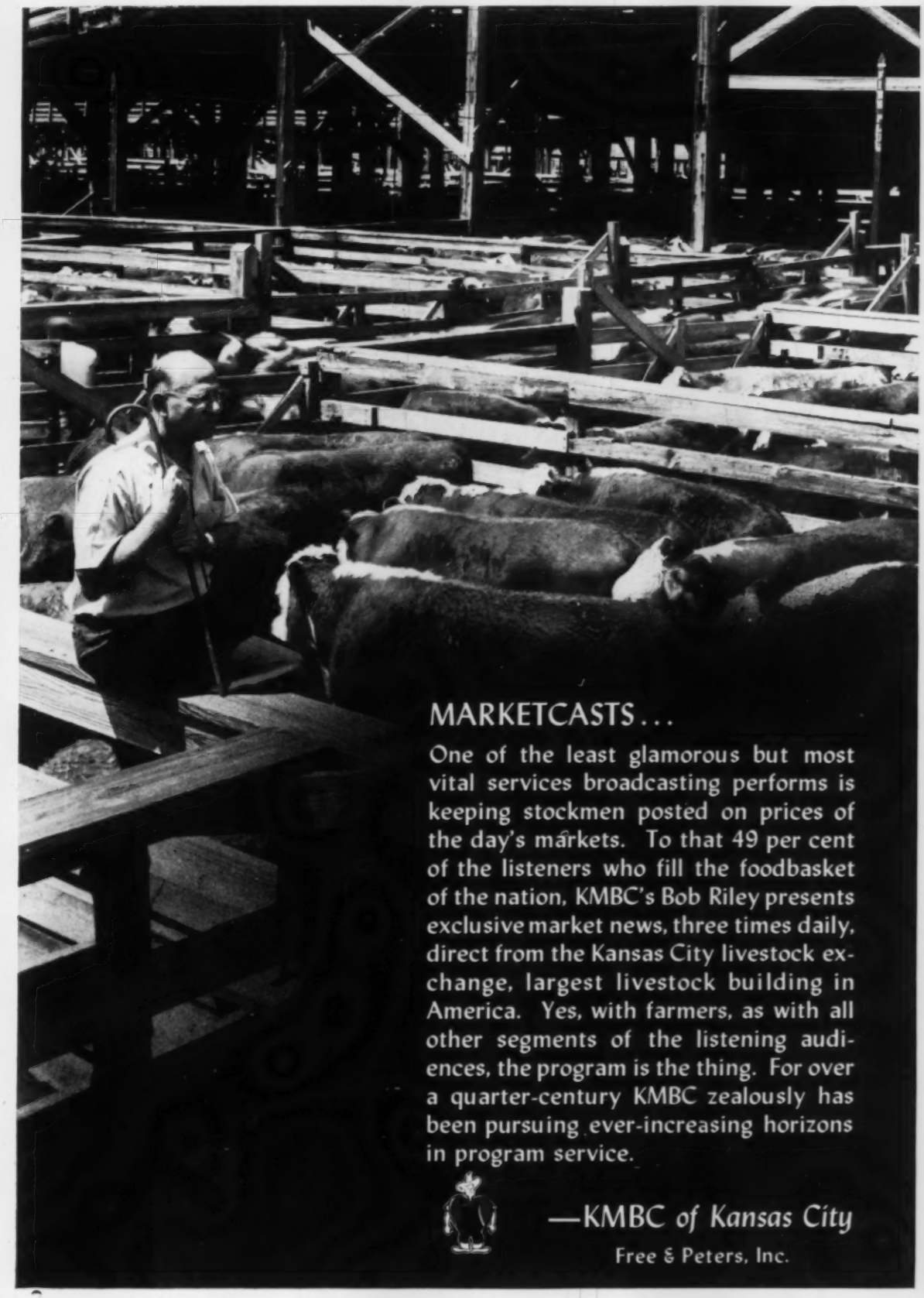
TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), through its agency, William Weintraub, New York, is negotiating with networks for time for its *Sherlock Holmes* show in mid-September.

MUTUAL reportedly considering establishment of new high level job in program department. Phillips Carlin, MBS vice president in charge of programs, said to have interviewed several programming experts as candidates.

SPORTS AFIELD magazine to start small test spot announcement campaign in about nine markets on publication date starting in August for three months through BBDO, New York.

WHAT MAY BE first meeting FCC has ever held outside Washington has been scheduled for Wednesday (July 23). Unannounced as yet, it's to be held at Atlantic City where Chairman Denny and Comrs. Jett and Webster are attending International Telecommunications Conference. Others to join them from Washington to provide quorum.

FCC's new two or three-month hearing calendar now expected about mid-August. It'll call for first hearings about Labor Day. Commission now in summer hiatus so far as hearings are concerned, with only few scheduled.



MARKETCASTS...

One of the least glamorous but most vital services broadcasting performs is keeping stockmen posted on prices of the day's markets. To that 49 per cent of the listeners who fill the foodbasket of the nation, KMBC's Bob Riley presents exclusive market news, three times daily, direct from the Kansas City livestock exchange, largest livestock building in America. Yes, with farmers, as with all other segments of the listening audiences, the program is the thing. For over a quarter-century KMBC zealously has been pursuing ever-increasing horizons in program service.

—KMBC *of Kansas City*

Free & Peters, Inc.